

CANADIAN
FARM IMPLEMENTS

1912

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 1.

WINNIPEG, CANADA, JANUARY, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cent

Union Bank of Canada

Paid-up Capital - - - \$ 4,762,000
Rest and Undivided Profits 3,591,000
Total Assets (Over) - - 57,000,000

London, England Office
51 Threadneedle Street, E.C.

A Branch of this Bank has been established in London, England, at No. 51 Threadneedle Street, E. C., where Letters of Credit and Drafts payable at all important points in Canada and the United States, can be purchased and Money Transfers arranged.

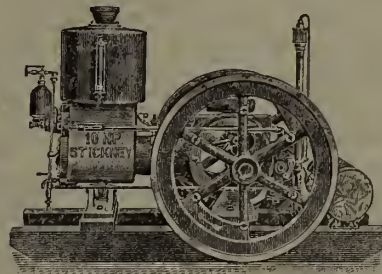
A Visitors' Room is provided for the convenience of clients of the Bank when in London, to which their mail may be addressed.
Correspondence solicited.

London Branch: { F. W. ASHE, Manager.
G. M. C. HART-SMITH,
Assistant Manager.

Stickney Gasoline Engines

ARE THE BEST.

PROOF



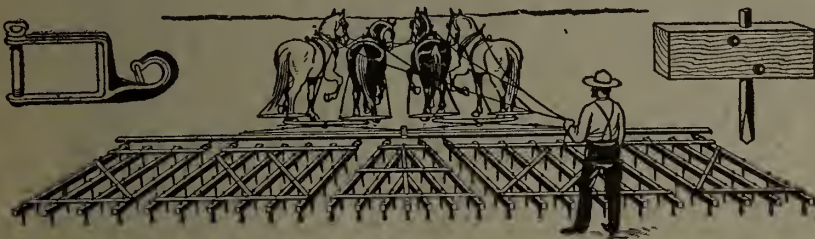
The reliable Stickney Gasoline Engine with its outside igniter, its perfect cooling system, its automatic mixer, its ball bearing governor and its straight line valve motion is open to your inspection. Let us explain to you what the Stickney Engine will do for your trade—how simple it is and what satisfaction it will give your customers. We want you to know its many points of excellence—how strong and simple it is—we want you to pick it to pieces and BE CONVINCED

CHARLES A. STICKNEY CO.

St. Paul, Minn.

Ontario Wind Engine and Pump Co. Ltd.
TORONTO WINNIPEG CALGARY Dominion Agents.

How About Harrows?



Handle the Harrow that's different in many ways and better in every way. More **WATSON'S BOSS WOOD HARROWS** are sold in the West than all others combined. Your customers will appreciate its correct design and exclusive features.

WATSON'S LINE will advertise your Store.

Write us for proposition.

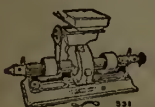
Provide Your Patrons with the Perfect Pulverizer—**WATSON'S**

When your customer proudly shows his neighbors his superior crop, he will tell them that his **WATSON Pulverizer** had a big share in making it possible. Ten chances to one, he'll tell them where he bought his Pulverizer, too.

Are you ready for business? We are, write us.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG



THE LARGEST LINE

OF

GRINDERS

IN CANADA.

In sizes to suit any power. These cuts show three classes.

549, for use on the Farm. Three sizes.

550, Farm use or Custom Work (stationary or for moving from place to place).

551, Attrition Mills for Elevators, Custom Mills, etc. Finest work and greatest capacity. We have just what you need in these "Rapid-Easy" Grinders—which do more work with same power than others. Information, circulars, etc., upon request.

Sole Agents:

John Deere Plow Co. Ltd.

Winnipeg, Regina, Calgary, Lethbridge, Edmonton, Saskatoon.

J. FLEURY'S SONS, Aurora, Ontario, Canada.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Thresher Belts.

Stitched Cotton Duck, stand abuse, and have good grip.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG

Armstrong Cutters.



Jumper Cutters
Piano Cutters
Portland Cutters
Democrat and
Delivery Sleighs

Catalogues and Price Lists furnished on request.

No. 32 Portland Cutter

The J. B. Armstrong Mfg. Co. Limited, Guelph, Canada.

Office and Showroom: 179 Bannatyne Street, Winnipeg. Phone M 3738.

Western Stocks at Regina, Saskatoon and Calgary.

SUPERIOR, HOOSIER, KENTUCKY.

Superior
Disc Harrows
on wheels.

Nothing like them

Work like a charm

Send for Catalogues.

The American Seeding-Machine Co.

Incorporated

King and James Sts.

Winnipeg, Man.

Always have held first place

There is a good reason

They meet every
requirement.

GRAIN DRILLS



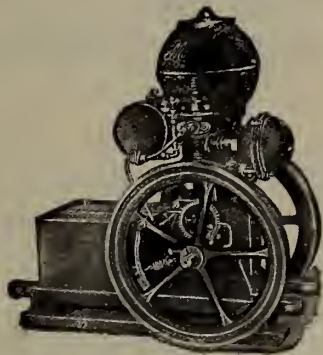
Made in the West for the West. All sizes
—Power and pumping

"Manitoba" Windmills are made in all sizes for both power and pumping purposes. Known all over Western Canada as the Strongest and Best Windmills in the World. Why not buy direct from the factory, saving heavy freight and duty charges, and jobbing house profits.



5½, 7½ and 10 h.p. Horizontal Hopper Cooled.

THE Manitoba
LINE is complete
The most attractive proposition ever offered to dealers



4 and 7 h.p. Vertical Hopper-Cooled.

We manufacture a complete line of hopper cooled Gasoline Engines from 1½ to 25 h.p., both horizontal and vertical, stationary and portable. Also the new 1½ h.p. air cooled Manitoba Pumping Engine, a remarkably fast seller.

Write for Agency Terms

The Manitoba Windmill & Pump Co., Ltd.

BOX 301, BRANDON, MAN.

CALGARY, ALTA.

DUNHAM'S Canadian Soil Packer

Makes Sales for Dealers and Money for Farmers



Break up the lumps, pulverize the top soil, pack the sub-soil, smooth off the field and leave a perfect foundation for an even-growing Crop.

The Dunham is the only Packer having Weight Boxes.
The Dunham is the only Packer having a Steel Frame.
The Dunham is the Packer having dust proof Bearings.
The Dunham can be used with Horses or Traction Engines, see cut, showing how poles may be put together for attaching to engine.

The Dunham is Light-Draft.
The Dunham DOES what others CLAIM to do.
The Dunham is the BEST KNOWN Packer in the World.
The Dunham is made in 3 sizes—16, 22, and 24 wheels.

Write us for particulars if you want a good Agency

Dunham has over 300 sizes and styles of Land Rollers, Surface and Sub-Surface Packers, Lawn, Golf and Road Rollers.

The American Seeding Machine Co., Inc.
WINNIPEG, Man. Dept. 1

CROP INSURANCE



WITH THE BIG FOUR "30" there is such perfect preparation of the seed bed that good crops are well nigh assured. With horses the farmer simply cannot do the amount of work which is necessary in order to farm right. With

The Big Four "30"

he can do it as it should be done and just when he wants to.



This Trade Mark on a Traction Engine is a guarantee of satisfaction or no pay.

Write Now for Our Liberal Agency Contract

Gas Traction Company

First and Largest Builder in the World of Four-Cylinder Farm Tractors

Market and Princess Sts., - Winnipeg, Man.

General Office and Factory, Minneapolis, Minn., U.S.A.

ASK ABOUT FREE SCHOOL OF GAS TRACTIONEERING

BRANTFORD CARRIAGES

THE BEST ON EARTH.

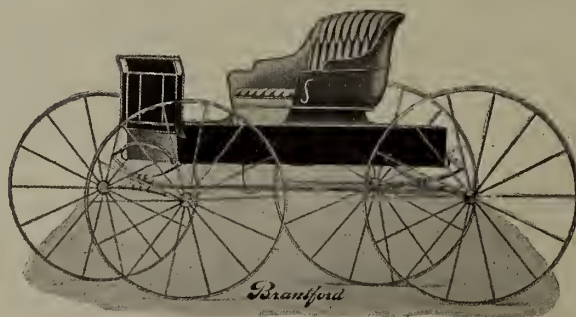
If you want to deal in **CARRIAGES OF QUALITY**---if you want to have the **supremacy** in the Carriage trade---handle the **BRANTFORD** line, for it is the conspicuous Carriage Value of the year. Their eminent superiority in all essentials of style and workmanship comes of **doing things best**.

Brantford Carriages are the easiest riding vehicles made: ride in a Brantford and you will not be racked and strained by inequalities of the road: they travel smoothly under all conditions of going.

BIG SALES --- GOOD PROFITS --- SATISFIED CUSTOMERS---that's the Brantford plan.

Brantford Carriages are above all other Vehicles in beauty, elegance and utility. Dealers who sell them are backed by a record of over twenty years of

**PROVEN
WORTH.**



Although the superiority of Brantford Carriages is as sharply defined as a knife's edge, they sell at **reasonable prices**; it is impossible to give **better value for same money**, or **same value for less money**.

Manufactured by the **BRANTFORD CARRIAGE CO. LTD.**, Brantford, Ont.

Sole Selling Agents for Western Canada:

Cockshutt Plow Company Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

The Cockshutt Name on a Drill

Spells Perfection.

People need a Drill to plant their Seed. They need a **Cockshutt Drill** to do it **RIGHT**. The reason the **Cockshutt** Drill is in demand everywhere is that it is built by experts who have made a close study of Western conditions, following the machine in all parts of the country and carefully testing out all improvements before putting them on the market. There are many exclusively Cockshutt structural features that only have to be pointed out to a prospective customer to convince him that the Cockshutt is the best. They are features that add to the durability, lessen the draft and plant the seed under the most favorable conditions for germination.

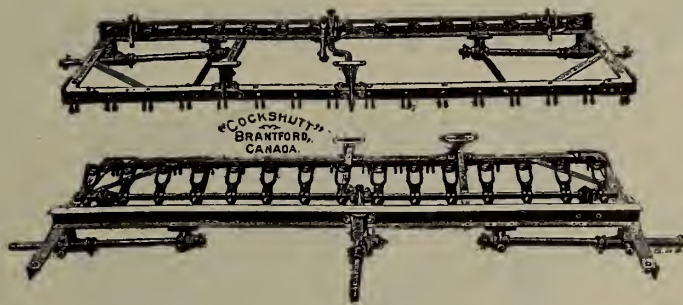
The difference in a paying and non-paying crop is often the difference in a good and a bad drill. One of the greatest problems the manufacturer of Drills had to solve, was to produce a **light, rigid** frame that would not only carry the weight of the hopper full of grain but also the pressure of the discs on uneven ground, and always keep the feed runs in perfect alignment.

This was formerly accomplished by means of truss rods, which were liable to get loose and spring out of place, but on the Cockshutt it is accomplished by means of a rigid "I" Beam, which, like a steel bridge girder, extends the **full width** of the Drill, taking all the stress and strains which the machine is subjected to in passing over uneven ground and keeping the feed runs and bearings in perfect alignment.

This substantial construction not only means "**long life**" to the Drill, but as it does away with all springing and binding on the feed runs, bearings, etc., it also means **lighter draft** and **more accurate sowing**.



Note the wide zig-zag between the Discs, greater than on any other Drill. This effectively prevents all clogging in lumpy, wet or sticky soil. Note the bearings are in the concave side of the Discs—no long hubs or interfering boots stick out to collect trash. They are so designed to afford the greatest amount of clearance between them.



Examine the above illustration of Cockshutt frame construction—the foundation of the drill. Note the "I" beam extends the full width of the frame. It is all hot-riveted together—No bolts or truss rods to work loose.




Note the Patent Dust-proof hard oil Bearings in the Discs. One oiling lasts a whole season. Friction is reduced to a minimum.

Note the shape of the Disc Blade and Boot. The former cuts out all weeds and makes a wide seed bed. The latter deposits the grain spread out in the bottom of the trench so as to allow more room for the spreading root fibres, thus ensuring a sturdy growth.

The positive Force Feed sows all kinds of grain evenly and without bunching or damaging a kernel. The indicator pointer is not used for shifting the feed. There is a separate lever for that purpose which relieves the indicator of strain and wear, making it much more sensitive and accurate.

Cockshutt Drills are built to "**Last Long,**" "**Draw Light**" and "**Produce Paying Crops**"—that's why everybody wants them.

 Follow the lines of least resistance and sell the **COCKSHUTT**.

Cockshutt Plow Company, Limited

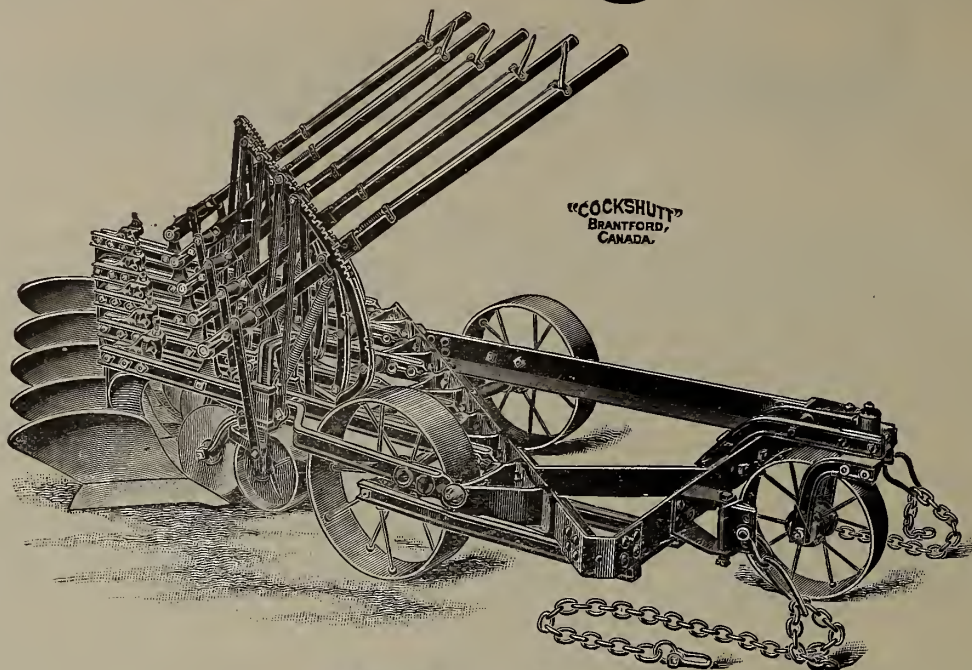
Branches Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

No Silver Tongue Needed

to sell the **COCKSHUTT Engine Gang**. You can demonstrate to your customer in **five minutes** that you have got **THE** Engine Gang to buy! There are many reasons why it is popular everywhere. Get the Catalogue, it tells them all—and it explains **why** the Cockshutt makes Steam Plowing practical and profitable, no matter the conditions of the soil.

It is widely used, strongly recommended, well-advertised.



THE COCKSHUTT ENGINE GANG

The dealer who builds up a business selling the Cockshutt Engine Gang has a trade that is permanent and worth while. **Prove** to your customer the economy of the Cockshutt,—the gang which pays a **big return** in **bettered harvests**, with the added gain of **plowing done at lowered cost per acre**—and the sale is **made!**

At the same time, you have made **another friend!**

The Wonder Fanning Mill

Is what the name implies. That is why we say to you: "**Handle the wonder and sell no other, for there is NO substitute.**"

It is the indisputable Leader. It has a reputation for perfect work that guarantees the sale, and the mill itself does the rest. Has all other mills beaten for quality of work, ease of turning, strength, capacity and durability as well.



THE WONDER FANNING MILL

The expert precision with which it works makes the Wonder an ideal Fanning Mill, thoroughly distinctive and good throughout. The men who use a Wonder Fanning Mill can market their grain to best advantage and put the **extra profit** in their pocket each year. Such men find that it is cheaper to own a Wonder Fanning Mill and operate it at a profit than to go without it at a loss.

Latest and Best. Perfect Work. Oscillating Feed Pan.
Adjustable Upper and Lower Shoes. Force Feed.
15 Screens, all Zinc, made in two sizes, with or without Bagger.

Almost EVERY Dealer sells SOME Cockshutt Implement. The best SELLS THEM ALL!

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 1

WINNIPEG, CANADA, JANUARY, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

Don't Delude Yourself in 1912.

BY HERBERT KAUFMAN.

Every now and then you lie awake and shudder at the thought of the unhappiness which will follow your death.

You visualize the grief-stained countenance of your near and dear ones.

Through the distant tomorrows you hear their voices soften at the mention of your name.

Associates pass the chair in which you sat and sadly sigh. What a calamity it will be—what a loss to those you leave behind.

Of course your business will be wrecked—no one can possibly take your place and do as well.

So much depends upon your management, your foresight, your shrewdness, your splendid decision, that collapse and ruin will inevitably succeed your demise.

It is only at such moments that a full comprehension of your importance to the general scheme of things is vividly brought home to you.

You mean so much to so many—a tear of pity for the world at large wets your lashes—

Yet if the truth be foretold, there won't be thirty carriages at your funeral.

You'll be replaced the moment you're effaced.

We're always over-stocked with nonentities—we've untold duplicates of you from whom to select a successor.

You're a mere hundred-millionth of the community.

The sum total of your friends, relatives and acquaintances won't reach a thousand souls.

Why, the man three doors away has never learned your name, and the tenant three floors above can't recall the shape of your nose.

The very fact that you have leisure to pity yourself, establishes the value of your time.

If you were somebody of importance, your aims would be so importunate that every waking moment would be occupied with great ideas and ideals demanding your consideration.

Men are only significant through their works, and mighty thoughts and achievements live eternally.

They are pinions on the wing of Time—they are pollen of Inspiration and fertilize every generation.

Today can only be reminded of the past by the monuments of ability which outlive Yesterday.

If you have been of service "you cannot all die; the greater part of you will escape the grave."

But if you have merely occupied space—if you have only sought for self—if you have simply shifted other people's money from their several banks to your own—if you have always followed pre-surveyed roads—if you leave no more behind you than you found when you arrived—why, you have been a mere cypher all along and will scarcely be missed.

A Canadian View of Egyptian Agriculture.

To the average Canadian the mention of Egypt conjures up the recollection of days long past when his Sunday School teacher displayed to her class a lithograph depicting a sandy waste, an oasis, a tired traveller quenching his thirst, and many camels enjoying the shade of a very few palm trees.

An article by Mr. W. C. Gibbard, of Moose Jaw, in a recent issue of the *Nor'-West Farmer*, would tend to prove that this gen-

which three crops are easily raised each year on the same land. I had learned in school that Egypt was rather a sterile country, with no rainfall, and depending on the annual overflow of the Nile river for its crop. In ancient times the crop in the lowlands did depend on the annual inundation, while the higher land was irrigated. At present, however, a great part of the lowland is also irrigated, to make possible the growing of three crops a year.

of November, is usually wheat or barley. It is harvested in April or May, and the summer crops sown, which are usually cotton, but varying in different districts.

In their harvesting operations, so far as we could see on our short expedition, the Egyptians have apparently made no advancement. We saw no implements used, other than the sickle, and for carrying the grain camels or donkeys are generally used. In cutting the grain the cutter kneels

ground around the stack. The machine used is a sort of heavy framework, with many iron disks attached, which revolve when it is moved. This is drawn by oxen around over the sheaves, effectually threshing the grain, and at the same time the revolving disks chop the straw, and it is used for feed. The grain is then winnowed by being thrown into the air, and put in a heap, and another layer of sheaves thrown down off the stack.

From Cairo we took the train to Port Said, and went from there to Jaffa by boat. From Jaffa a train took us to Jerusalem, in which vicinity we spent a week. On our journeys through the vicinity of



Wheat Boats on the Nile.



Threshing with Camel and Buffalo.

eral mis-conception of the agricultural resources of Egypt is parallel to that of the average Briton who has read Gilbert Parker's stories of the typical Canadian and his country; picturesque, no doubt, but decidedly misleading.

A few excerpts from this article by Mr. Gibbard, who this year visited Egypt, will, we are sure, be interesting:

"On entering rural Egypt we were rather surprised to find the soil so rich, and kept rich by so efficient a system of irrigation, by

The irrigation ditches mark the boundaries of the fields and are simply two ridges of earth a foot or more apart, the water flowing between them. When a field is to be watered a break is made in the ditch, allowing the water to run into the field. The break is then repaired.

On the irrigated land the seeding is usually done three times a year, that is three crops are usually grown each year. The crop for the winter season, sown about the beginning

down, and seizing as many stalks as he can in one hand, he cuts them off with a sickle close to the ground, and puts them behind him. As he progresses he leaves a swath of cut grain and the hand binders follow, binding it. After the binders come the gleaners, who gather up any stray heads of grain that are left.

PRIMITIVE THRESHING.

At the threshing floor, which is a circular patch of hard ground, the grain is stacked in the middle, and a layer of sheaves put on the

the Holy City we saw no signs of irrigation and the country is so very hilly that it would be practically impossible, while the plains next the Jordan near the Dead Sea are affected by the salty condition of the sea.

AGRICULTURE IN PALESTINE.

Agricultural machinery in Palestine is about the same as that in Egypt, but the greater part of the country that we saw is too rocky and sterile to grow a crop. Near Jaffa, however the country is richer and more level, oranges and

THE STANDARD by which OTHERS are JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

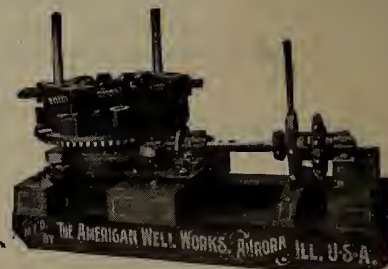
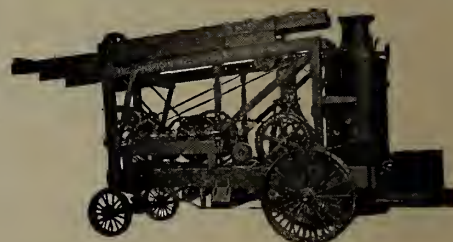
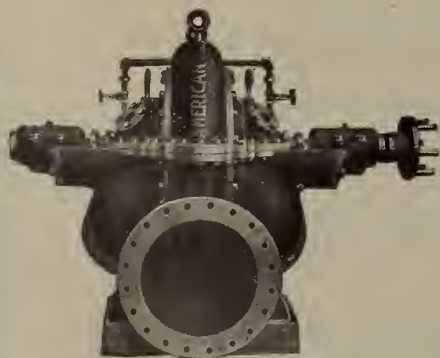
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



pomegranates growing in abundance. On the plains of Sharon, which we crossed after leaving Jaffa, we saw fine large fields of standing grain, horses, cattle and sheep, the latter with thick, heavy tails, which sometimes dragged on the ground. These sheep are raised solely for their tails, which are very valuable for the fat in them, being almost wholly composed of fat.

Near Jerusalem the country is very hilly and stony, but many of the hills have been terraced, the rocks piled up to form fences and grape vines and olive trees planted. In some places we saw where the rocks had been cleared away making a little space in which a little wheat was sown.

Depopulation of Ontario.

The Globe recently commented on the fact that the population of rural communities of Ontario is falling off at an alarming rate and printed a comparative report showing the decrease, which we append:

	Population 1901,	Population 1911,	Decrease,
Bruce	59,010	50,035	8,975
Huron	61,820	53,014	8,806
Grey	69,644	65,879	3,765
Frontenac	24,746	21,944	2,802
Middlesex	54,726	50,765	3,961
Norfolk	29,147	27,170	2,037
Prince Edward...	17,864	17,170	694

Totals 316,957 285,977 30,980

That newspaper ascribes this depopulation to several reasons, among which is accentuated and deplored the fact that an almost entire lack of modern methods in road making and repairing has made impossible, in certain seasons of the year, the daily hauling necessary to the marketing of farm products, and the consequent migration of the farmer to localities where his time may be more advantageously spent, preferably the West.

This is more or less true, in many parts of Ontario the roads are in an execrable condition, impassible in spring and fall, and none too good in summer or winter months; but is it to be inferred by the intelligent reader that this migration to the West would necessarily cease or largely decrease were highway improvements made at home? We believe not; so long as conditions warrant such favorable comparison in land values as they do, so long will these Western provinces continue to draw from the East.

The West is teeming with farmers who have left the home farm in Ontario and who have settled on homesteads, sacrificing at first comfort and convenience, and who have succeeded to the

point of independence; in retrospect, how many of us, one-time Ontarians, can recollect the farmer who has been able to put himself in a financial position of this kind in the East? Almost every town, in fact the majority of villages there, are composed to a very large extent of retired farmers, reputed to be wealthy, whose wealth consists mostly of the yearly rental of their leased farm, perhaps amounting to a couple of hundred dollars, and the house in the village that they have been able to acquire after years of unremitting toil in the fields.

In these examples there is little of incentive to the ambitious young farmer who otherwise would see the profitable side of an agricultural life.

It is small wonder, then, that this ambitious young man, whose whole life has been spent in close proximity to the soil, and to whom the glitter of city tinsel does not appeal, eventually succumbs to the allurements of the agricultural possibilities of the West.

However, the loss to Ontario in this respect, is but loss of population only, the success of her sons in the West means increased revenue to that province annually by millions of dollars turned over in the exchange of trade between the West and Eastern Canadian manufacturers of implements and other goods that the Western man had, early in life, learned to use and appreciate.

We believe that the dollar from the absent son is as acceptable in the old home as is the dime of the one who has never left his native heath.

The annual crop statement has lately been issued by the Ontario Department of Agriculture and a recapitulation shows a depletion in acreage of over 180,000 acres while in the production of wheat, barley, oats, peas, beans, rye and buckwheat the production has fallen off over 24,484,000 bushels in comparison with the preceding year.

The statement also shows a considerable shortage in corn, carrots, mangels, turnips, mixed grains, clover, and sugar beet, both in product and acreage and a perceptible decline is evident in the production of sheep and swine.

On the other hand the report shows a tendency toward an increase in the cultivation of garden stuff, grapes, fruit and the raising of horses and cattle. Poultry raising also appears to be growing in popularity, showing an increase of 85,000 birds over the preceding year.

John Deere Plow Co.



The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West

JOHN DEERE

MOLINE, ILL.
The Trade Mark of Quality
Made Famous by Good Implements

The Sales Organization

Deere & Webb Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah
Bristol & Gale Company, Chicago, Illinois

Dairying in Saskatchewan.

By W. A. Wilson, Superintendent of Dairying, Department of Agriculture, Regina.

The Dairymen's Act of 1906 with the amendment of 1911 provides liberal assistance for developing co-operative dairying and at the same time gives the government more or less fixed control over the organization work in order that untimely and unwise promotion may be prevented. Before a company can be incorporated they must have a capitalization of at least \$8,000, of which sum not less than 75 per cent. must be subscribed and 33 per cent. of the subscribed stock paid in cash and an equal amount secured by approved promissory notes. This is calculated to place the company on a substantial financial working basis, which will prevent a handicap in this particular. It also enables them to concentrate their efforts when securing business and to arrange other details economically.

On the government being satisfied that there is a fair prospect of a creamery being a success, the Lieutenant Governor in Council may authorize a loan of not more than \$3,000 to any creamery company at the rate of three per cent. payable in not less than two and not more than six years, interest payable an-

nually. Any company erecting a creamery must have their plans and specifications approved by the government, and also the site and location. This is to prevent undue competition and guard against unsanitary conditions. The chief aim of the government is to establish the industry on a permanent basis, which can be accomplished more satisfactorily by offering liberal assistance and retaining a somewhat strict control over the development and extension of the industry. We do not measure our progress and success by the number of creameries, but rather by the business done at each and the price paid to patrons.

The general conduct of business relative to creameries is, by agreement between the government and proprietors, undertaken by the former. To a limited extent the centralization of creamery work is advised, and to encourage this the government pays the express charges on cream shipments by rail. This places the farmers who are 50 or 75 miles away from the creamery on an equal footing with those in close proximity to the creamery. A large make of butter is under the control of a compe-

tent manager, who can be paid a reasonable salary, the manufacturing cost is reduced and the patrons in consequence receive a better price for their product. This policy was adopted in 1907, when four government creameries were supported by 213 farmers. In 1908 with the same number of creameries there was an increase of 108 per cent. in the make of butter; in 1909 there were 836 farmers supplying cream, in 1910 the number of patrons increased to 1,166, and to the end of May, 1911, we had over 1,400 farmers on our lists.

The wisdom of the government's policy is exemplified by the following statement:

Year	Average make per creamery.
1906	31,000
1907	16,500
1908	44,000
1909	57,000
1910	66,000
1911	75,000

At the present time nine creameries are under government supervision, and the estimated make for 1911 will approximate 700,000 pounds for the six summer months.

When the provincial government assumed control of the dairy work, there were no creameries in operation in Saskatche-

wan during the winter months. In 1907 the first creamery was operated and the output was 21,500 pounds. The following winter two more creameries were operated and the total make increased 10,000 pounds. The next winter another creamery commenced business and there was a further increase of over 14,000 pounds. With the same number of creameries in operation in 1910 there was an increase of practically 20,000 pounds of butter. In addition to creameries under government supervision, one private creamery operates during the winter months with an approximate make of 15,000 pounds. Altogether there are 14 creameries in Saskatchewan, and the estimated make for the calendar year 1911 is 1,000,000 pounds.

Two dairy instructors are engaged by the Department. The province is divided into two districts, viz.: northern and southern Saskatchewan, with an instructor in charge of each. Their duties are wholly educational, and among the patrons at their homes. The great need of education among the dairy farmers is in the matter of cleanliness and care of milk and cream, and we are commencing where it is most needed. This method also tends to stimulate a greater interest and desire to improve, and affords a splendid opportunity to impart information.

TAKE THE OPEN ROAD Where Competition Does Not Exist.

Mr. Dealer, can you do yourself a better turn than handle a machine which every farmer wants and which takes you sailing along to success over an open road where competition does not exist?

The opportunity is perhaps without parallel in the implement business. It is the chance of a lifetime. You will realize it and take it. Every farmer with cows wants a



The World's Best

SHARPLES Tubular Cream Separator

If the farmer has no Separator he will get a Tubular in the first place. If he already has some other, he will eventually discard it for a Tubular. Other shrewd dealers have proved this. So can you. The reason is:

Dairy Tubulars are built in the only known way by which the many parts and faults of others can be overcome. This way is patented. All others are still built on the old principle we abandoned for the better way twelve years ago. The Tubular stands alone—unique—distinct—the unchallenged king of the Separator world. It has no imitators, no modern competition. On the other hand, all others, "peddler" kind included, are practically alike and compete with each other. Shrewd dealers everywhere handle Tubulars because of these facts.

We have said enough to set you thinking. Put your thoughts into action. Write us at once. Dealers only. Live advertising all the time. The oldest Separator concern on this continent backs you up.



The Sharples Separator Co.
Toronto, Ont. Winnipeg, Man.

DE LAVAL Agents

Get the Cream of the Cream Separator Trade BECAUSE:

The DE LAVAL is the easiest cream separator to sell.



It was the first cream separator on the market, and has been at the head of the cream separator procession ever since.

The longer it is in the race the farther it is in advance of all would-be competitors.

The DE LAVAL gives satisfaction to the user and makes friends for the dealer who sells it.

It is the best known and most widely advertised cream separator in the world.

The retail selling price is the same everywhere, in Manitoba, Ontario, or in a neighboring town, assuring you price protection and a fair profit on every DE LAVAL sale.

*Remember that **right buying is just as important as good salesmanship**, and that the only way you can get the cream of the cream separator business for 1912 in your locality is by handling the DE LAVAL.*

AGENCY APPLICATIONS CORDIALLY INVITED.

THE DE LAVAL SEPARATOR COMPANY

14 and 16 Princess Street
WINNIPEG.

173-177 William Street
MONTREAL.

On a Modern Dairy Farm.

These are days of peculiar mental activity. The leaders of thought and action in about everything are getting new views of old truths. It is so in religion, in government, in politics, in education, and why not in agriculture? The fact is that the scientists, the men of research, the inventors, have overtaken the farmer in the broad road of progress and in many cases have gotten so far ahead of him that he is discouraged about ever catching up.

The other day a most excellent farmer, according to the light he has received, was looking over the Hoard's Dairyman farm. He had never visited it before. "I am surprised," he said, "to see so little of the 'jim crack fixin's' about your farm. Everything looks simple and as if there was a place and need for it." It was while he was looking over the electric light machinery that he expressed himself as follows:

"I hardly know what to think of all this. It must have cost you considerable money to install it and more than the kerosene oil way to keep it going. Why do you have it?"

Our answer was something like this:

"There is no use in fighting

against the progress of the day and age. We have here a large amount of property, on which we carry an insurance of \$25,000. The 'old kerosene oil way' as you term it, was as cheap as anything but it was dangerous. Besides, it was not handy and convenient. We used to lie awake nights thinking of what some careless man might do with a lighted lantern.

"Now we do not worry. That is worth a great deal. It is a comfort to know that storage battery is getting in its work steadily and any one of the fifty-five lights are on tap at any hour of night or day in every building from the house to the pig pen. The plant cost \$600. That is \$30 a year interest. That and the cost of the gasoline, about \$30 more, is the rental we pay for having such a convenience at hand. Money is worth no more than what interest it will earn. Put out at interest the \$600 will bring in only \$30. Invested in this electric light convenience it will pay more than double the rate of interest in safety and in doing away with worry."

This is the new agriculture in one thing. There are hundreds of others. Is it ten times more interesting for the farmer who keeps up with the procession. Don't reject a thing because it is new. "Circumstances alter

cases." Our present needs and necessities, as related to the farm all around, are different from what they were forty years ago. If a thing is of practical merit, if it will help the soil, the cattle, the wife and the children more than the interest on the cost, it is a good investment even if you borrow the money to pay for it.—Hoard's Dairyman.

Mischievous Rodent.

There will soon be a demand for the Pied Piper of Hamelin in this city, for the brown rat has made his appearance.

According to the statistics of the Department of Agriculture for the province of Manitoba, there is an area 90 miles long abutting the United States on its northern frontier and 60 miles wide in which the rats have made their appearance; and the department estimates that the damage done this year by the brown rat is \$100,000, and that it will proportionately increase unless the people generally awakened to the seriousness of the situation, and by thorough systematic methods stamp out the pest.

The deputy minister asserts that the rats in the province move in a radius of 15 miles each year; and he has compiled many valuable statistics relating to the rat. Two years ago the department conducted a series of investigations and produced virus that it was thought would eliminate the pest. There was quite a considerable amount of interest at first, and many applications were made for the virus. Reports indicate that thousands of rats were destroyed by its use, but that public interest lagged for a while, and no systematic method now seems to be followed by the farmers.

The department conducted some interesting experiments at Gretna, a town a few miles from the frontier of the United States, last year to determine the amount of food the rat would consume per day, and at the same time test the virus. A number of rats were caught alive in traps and fed; and while the amount of food consumed varied, the efficacy of the virus was demonstrated beyond peradventure in the following manner:

Two rats were caught, and one of them received an injection of the virus. Within two days it died; and the other rat, not having been provided with food, proceeded to devour its dead comrade. Within 24 hours it had consumed all of the dead rat, with the exception of half an inch of the tail; and it succumbed within a few hours to the poison which had been injected into the other rat. This experiment proves that the introduction of virus would necessarily be fatal to a very large percentage of any rat colony, as one infected rat spreads the contagion indefinitely.

It was found that the rats, while at present confining themselves to the cities and towns, made frequent visits into the fields and destroyed quantities of grain. Along the southern border of Manitoba corn is raised to a certain extent; and last spring a farmer found 16 rats in a shock of corn, which demonstrated that this colony had lived in this particular place throughout the long, cold winter, and had fed upon the grain and stalks of the corn.

The difficulty has been in creating a general interest in the matter; and, while it has been possible to secure the hearty co-operation of one or two farmers in a neighborhood in the use of virus, others have been quiescent, with the result that while their more progressive neighbors have destroyed the rats, they have virtually conducted a breeding place and supplied the neighborhood.

The rat thus far discovered is, without exception, of the brown variety; the black rat not having made its appearance is explained by the fact that this species falls an easy victim to the brown rat, which is more or less cannibalistic in its tendencies.

The subject is one of great interest to Manitoba; and those charged with the matter are trying to evolve some plan by which general public interest can be aroused; for the presence of rats in the grain belt of Western Canada means that the farmer will have an enemy to fight that is most insidious, and the result will be an annual loss, increasing each year as the rat-infected area spreads.

By Far the Best } For the Dealer to Sell For the Farmer to Use

This Pickler, which is the only self-operating Pickler on the market, is guaranteed to **thoroughly Pickle** any and every kind of grain, no matter how light.



Inquiries are pouring in every day from all parts of the country, and through our gigantic selling plan which we have put into effect, we are going to sell a large number of Picklers in your town anyway. Do you want the profit of handling them, or do you want the other man to have our agency? For Bluestone and Formaldehyde capacity 135 tons per hour.

Through our selling plan you can sell one of our Picklers to nearly every farmer in your district whether they are using other makes or not, because, no farmer after seeing ours in operation will ever feel inclined to purchase any other, and we are going to see that every farmer in Western Canada becomes familiar with our Pickler within the next month or two. You should write for our attractive proposition to agents at once, and get your order in early so as to be able to get the Picklers shipped when wanted.

We have the Pickler the farmers are buying this year. Do you want to help reap the harvest? Then write today—now, the

DOMINION SPECIALTY WORKS, WINNIPEG, MAN.

Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

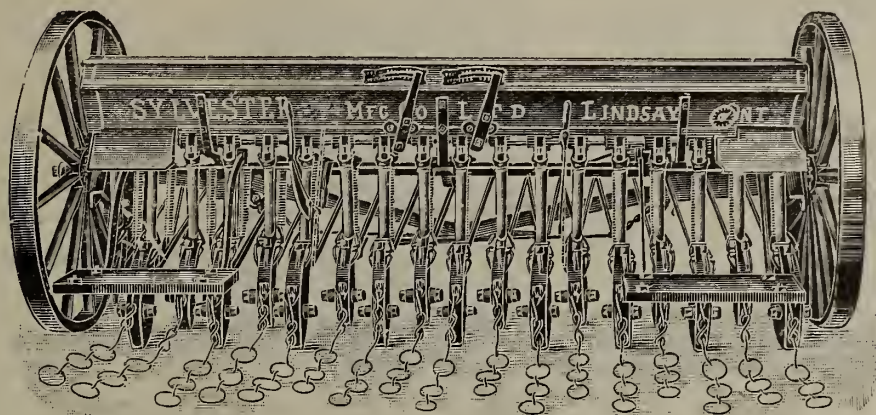
Sylvester Grain Drills

Manufactured under Stephenson's Patents, the most perfect Seeding Machine yet devised.

The Sylvester Double Disc is universally pronounced to give the best satisfaction wherever used.

Made in sizes from 16 to 22 discs which are interchangeable. Drills are supplied with single disc or shoe if desired.

Double discs are equipped with both inside and outside scrapers. These keep the plates clean under all conditions, therefore do not clog where other types of disc drills are useless.



Rear view Sylvester Double Disc Drill made in sizes from 16 to 22 Discs.

Our type of disc construction precludes the possibility of trash gathering between the revolving discs. Because they will either cut through or pass over any obstruction met as each is attached to independent drag bars.

The discs revolve on absolutely dust proof chilled bearings—equipped with patent oiling device, keeping the wearing parts lubricated and making them practically indestructible.

The Sylvester is the best and most favorably known Drill in the Canadian West, and 1912 machines guaranteed better than ever.

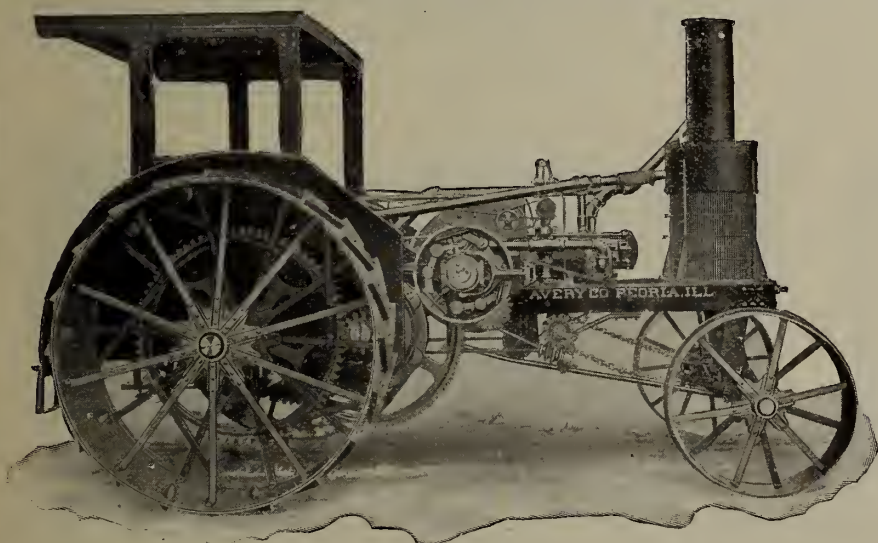
Manufactured and exclusively controlled by us.

Tudhope Anderson Co., Ltd.

Winnipeg.

Brandon Regina Saskatoon Swift Current Yorkton Calgary Lethbridge

Revolution in Farm Power



Wonderful New Avery Gasoline Engine

DON'T FORGET that WE CONTROL the SALE in CANADA of AVERY UNDERMOUNTED STEAM ENGINES.

At the last Winnipeg Motor Contest these engines were awarded the Gold Medal with a score of 439.4 points, being 25.2 points over closest competitor.

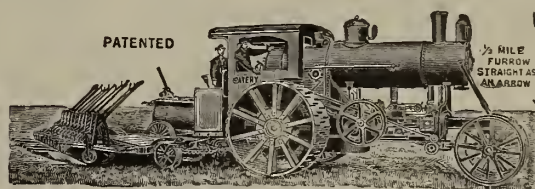
Our Yellow Fellow Separators are so well and favorably known that they sell themselves. Bigger profits for dealers this year than ever before. Write for territory.

Manufactured by AVERY COMPANY, PEORIA, ILL. U.S.A

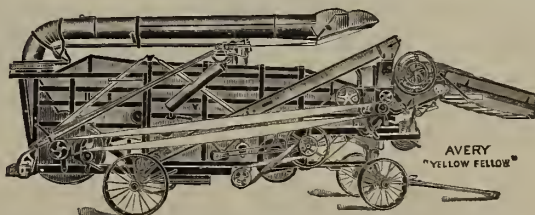
HAUG BROTHERS & NELLERMoe CO., LIMITED,

Canadian Jobbers
WINNIPEG, CANADA.

The new Avery engine offers big possibilities to dealers. Power plowing in the Canadian West has come to stay. Traction engines have proven that they can do the work cheaper than horses. There was, however, one unsolved question in power plowing, the production of an engine that would work under all ordinary conditions. The new Avery meets every requirement. Let us give you full particulars.



Avery Undermounted Engine



Yellow Fellow Separator



The Oil Pull at the Chicago Land Show.

Oil Pull Engines at the Chicago Land Show.

While scores of communities and railways were putting forth their most attractive efforts to draw the people of Chicago "back to the land," the M. Rumely Company, Laporte, Ind., with a wonderfully handsome exhibit, was doing its best to show how the land should be farmed. The "Oil Pull Way" was shown first of all by a 15 h. p. and a 30 h. p. oil pull, both decorated for the occasion in resplendent red, silver, black and green paint. At the rear of the booth was hung an immense scenic painting showing the 15 h. p. oil pull (type F) and five binders busy in a western harvest field.

Underneath, on a background of rich green cloth, and on the tan and green of the side partition, were a dozen or more large colored photos showing the oil pull in a variety of useful work. On the counter at the front, an automatic stereopticon with fifty colored photographic slides in its magazine showed all day long to a crowded aisle full of people, telling them the oil pull story "without words." The two entrances to the booth faced the two main aisles of the show, and over either an electric sign commanded instant attention. The Rumely trademark, set off by twinkling lights, shone among the vines which draped the pergola overhead, like so many fireflies. The

word "Rumely" was conspicuously displayed, but not too greatly in evidence. Neat signs at vantage points invited the visitor to inspect the booth and secure a pass to the oil pull factory, while others gave in a nutshell the principal bits of information about the machines. The larger tractor was mounted clear of the floor and run by an electric motor. The cylinder heads, governor case, top of carbureter, and crank case cover were removed, so that the spectator had a view of every part in motion, even to the spark in the cylinder. Moving picture lectures on power farming were given in the hall in the Coliseum balcony by L. W. Ellis and A. C. Berghoff, of M. Rumely Company. These and the special souvenir literature freely distributed were directed particularly at the general public, while a considerable force of salesmen at the booth answered the questions of the more interested. To complete the exhibit, a small Oliver engine gang plow was installed. The educational value of such a finished demonstration was evident from the number of city people who spent from five minutes to a half hour in the booth or lecture hall getting up to date on the plowing question. It is announced that the Chicago branch of M. Rumely Company will shortly be moved to "Automobile Row," occupying the first floor of the Simmons building at 1349 South Michigan Ave.

Shorter Haul.

The Canadian Pacific Railway will, within the next month, have in operation a new line running East from their lake terminals which will greatly reduce the haul

of grain for export, and traffic will be diverted from the old route via Owen Sound, to the new by way of Victoria Harbor.

This line will cut at least 100 miles from the distance necessary to be covered by the route previously used and will obviate the gradient difficulties of the road, as there is very little, if any, rise and fall in the country traversed between Victoria Harbor and Montreal.

Extensive accommodation has been arranged for the handling of freight and grain at the new terminal, entailing several years' work, and the expenditure of many millions, and it is inferred that the C.P.R. will transfer their entire operations in trans-shipment to the new port, as Owen Sound has always proved to be a difficult point of access both by water and rail.

Mixed Farming in Alberta.

Farmers in the vicinity of Calgary have denoted a strong tendency within the last few years to go in for mixed farming and it is stated that from Camrose alone during the few days immediately preceding Christmas there were shipped over 10,000 birds of which 700 were turkeys.

The increased demand for creamery products is resulting to more attention being paid to this profitable branch of farming and it is anticipated that several new creameries will be installed in that province in the early spring.

Planet Jr.

We are recipients of the annual catalog issued by the firm of S. L. Allen & Co., Philadelphia, manufacturers for over twenty years of garden tools. To any that are interested in gardening we would say that this booklet is brim full of interest and as it is fully illustrated with excellent half-tones, should prove of great value.

Immense Increases.

The monthly report of the Department of Trade and Commerce, for the month of September, shows the increase in sales of Agricultural implements in Canada for the last ten years to be in the neighborhood of 238 per cent. and for the past twenty years to be more than 2,237 per cent.

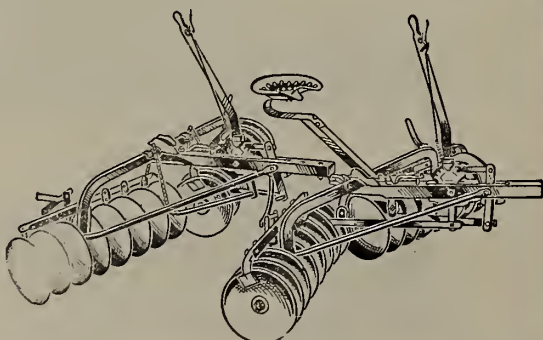
Potato Crop.—Manitoba has produced 7,000,000 bushels of potatoes to meet the demand this year.

The "Bissell" Double Action Disk

WORK your ground twice with one operation with

The "Bissell" Double Action Disk Harrow.

One Harrow is IN THROW, the other OUT THROW, which enables you to give two cuts full width, 8 ft., in one half the time. Is handled nicely with six horses.



THE "Bissell" Double Action Disk Harrow is suitable for horse or engine power. By grouping four, six or more Harrows together you can do double action work on a large scale.

Write to Dept. E for further information.

MANUFACTURED EXCLUSIVELY BY

T. E. Bissell Co. Ltd., Elora, Ont.

John Deere Plow Co. Ltd., Winnipeg, Man., Sole Agents.

The Winning Line for 1912

We Wish You a Prosperous New Year.

And in your efforts for **increased** prosperity, **let our goods lead the way**: the sale of everything we manufacture and deal in means **more money in the pockets of the dealer**. It's a good line to cultivate.

For farmers are more and more alive to the merits of our goods, and there is every reason to believe that they will have a still wider sale throughout the West in years to come.

Devote yourself to their sale and a successful trade will be your reward.

WE MANUFACTURE AND DEAL IN:

Windmills for Power and Pumping.
Well Drilling and Boring Machinery.
Stickney Gasoline Engines (Stationary and Portable).
Traction Gasoline Engines ("Flour City").
Grain Grinders ("Toronto" and "Simplex").
Steel Saw Frames and Saws.
Toronto and Aylmer Pumps (all kinds and styles in iron and wood.)
Fire Engines.
Steel Flag Staffs.
Tanks in Steel and Wood.
Watering Troughs and Basins.
Pipe and Fittings. Belting and Hose
Brass, Iron and Porcelain Lined
Cylinders.
Eureka and Deep Well Cylinders.
Hydraulic Rams.
Aylmer Standard Scales.
Pitless Scales. Well Casing.



More dealers have made more money selling our line than any other.

And more will.

Will YOU be one? For particulars and contract write us today.

Ontario Wind Engine and Pump Co. Limited

Winnipeg. Toronto. Calgary.



A TRACTOR FOR BIG FARMS

No doubt you sell to farmers who cultivate large tracts. There's good profit in handling a Hart-Parr Tractor. It makes friends for your business. It holds customers. Complaints are few and far between. No matter where we send them—to Argentina, to Dakota, to Canada, to the Philippines, they fight their own battles because so well constructed, so severely tested, so thoroughly examined before leaving our hands.

The 45 B. H. P. Tractor

equals pulling power of 22 to 25 horses; the 30 B. H. P. Tractor does the work of 15 to 18 horses.

The farmer can plow, harrow, drill, harvest, thresh, haul wagon trains; grade roads, run any kind of mill. He can earn good money working for neighbors.

Our Liberal Agents Proposition—Write for it. We will send catalog and complete details.

HART-PARR COMPANY

36 Main St, Portage La Prairie, Manitoba
or Saskatoon, Saskatchewan.



DURABLE Deering Drills and Disk Harrows



You can make no mistake when you sell Deering tillage implements. There is a Deering drill made to do effective work under just the soil conditions your customers have to meet. The high wheels with wide rims, the easy turning of the disks, the light weight of the drill—all these features assure the lightest possible draft. The same frictionless running which gives them light draft, assures durability.

Deering bumper disk harrows have a one-piece main frame, pivoted to the bearings directly over and back of the center of the disks. Every farmer appreciates the strength and rigidity of this construction, which is one reason why so many Deering disk harrows are sold. Another advantage lies in the bearing construction; Deering disk harrows have bearings that are easily oiled.

These are only a few of many good points. The blockman will gladly show you so many more that you will want to sell Deering drills, disk harrows, peg tooth smoothing harrows, cultivators, and land packers. Write the nearest general agency and ask them to send the blockman to see you.

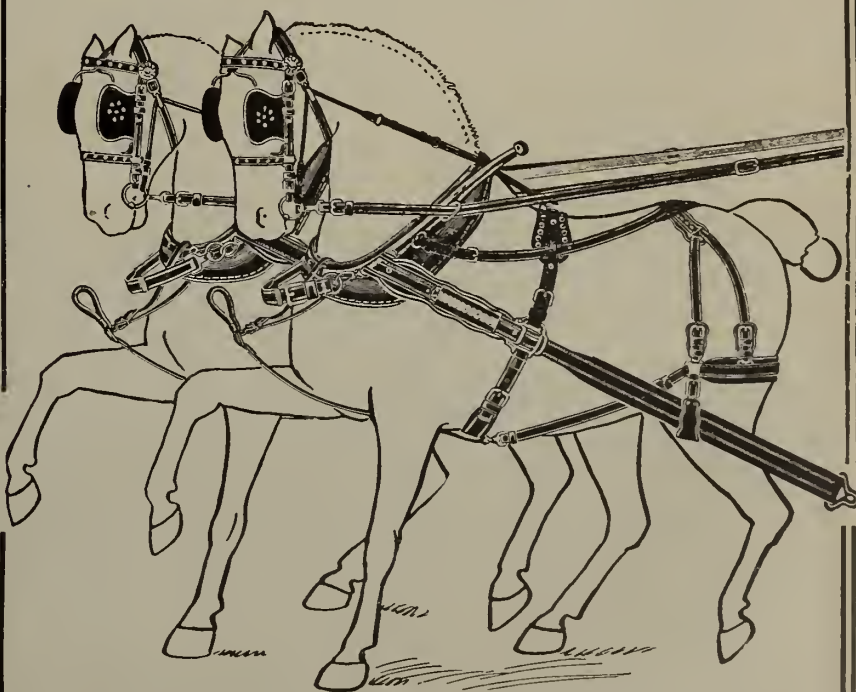
International Harvester Company of America

(Incorporated)

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.;
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

Do You Realize

how close at hand the "Rush Season" for selling Farm Harness is? Only a few more weeks, and the demand



is going to be unusually heavy. Are you prepared? If not, a post card will bring our Large Illustrated Catalogue with prices and terms to dealers.

Heney Carriage and Harness Company Ltd.

MONTREAL, P. Q.

WINNIPEG, Can.



The Weitzen Land and Agricultural Co., Rosetown, Sask. Harvesting in 1911, 5,200 Acres with John Deere Binders.

John Deere Plow Company Enters the Binder Trade.

When the Marsh Harvester was placed on the market it was generally conceded that the pinnacle of perfection in farm machinery had been reached; the advent of the self binder seemed more marvellous still, and the self binder continues to hold the high place among world necessities that it attained at its inception. So important a position does this invention hold in the world's industrial system that were it not included the result would be such a depletion in food stuffs that it would seriously affect production and trade in general.

From time to time has been chronicled the addition of this machine to the lines already

manufactured by old-established and reputable farm implement makers, and it is of interest to note that the latest concern to place a binder on the market is the firm founded by John Deere.

Since the origin of the steel plow, the name "Deere" has been a household word on the tongue of every agricultural nation in the world. It has stood for honesty of material and workmanship.

"Deere" plows have broken thousands of acres of virgin prairie in the Canadian West; "Deere" discs, harrows and soil packers have converted these acres into an ideal seed bed; "Deere" wagons have hauled the crops to market, and in the year

just past "Deere" binders have, at least, helped cut and bind a portion of our grain crop.

We illustrate herein "Deere" binders at work on the Weitzen Farm, which is situated some miles south of Rosetown, Sask., and where thirty machines of this make were used to harvest the crop of 1911, amounting to 2,560 acres of wheat and a like acreage of flax.

The Weitzen Farm is one of the largest grain farms in the world. It is managed by O. O. Winter, and at harvest time was visited by great numbers who came to view the magnificent spectacle of these thirty binders cutting a swath in the grain aggregating nearly 210 feet in width.

But let us not lose ourselves in the realm of romance. We don't do things in Western

Canada in anything but a practical way, and the impractical has no place within our minds: We demand the best and the value of work done must always be consistent with the quality and cost of tools that do it.

John Deere plows, discs, harrows, etc., have made for themselves a reputation through efficient service rendered, and if a self binder is to bear the John Deere trade mark, it must needs be of the same quality as its brother implements, that have preceded it and which have borne that name.

The "Deere" people, we believe, have not placed a self binder upon the market, until they felt it was in every way up to the task of carrying the "Deere" trade mark. This firm has always been keenly alive to



The factory representatives of the Deere Company who witnessed the magnificent performance of John Deere Binders on Weitzen Farm.

the needs of the farmer, and their large shops have supplied him with millions of tillage implements. This self binder, which is now being placed upon the Canadian market, makes but another link in what is already an enormous implement chain.

That the "Deere" trade mark is to be truly upheld by the binder is evidenced by the following letter from Mr. O. O. Winter, manager of the Weitzen Farm. He says:

Rosetown, Sask., Oct. 1st, 1911.
John Deere Plow Co., Ltd.,
Winnipeg, Man.

Gentlemen:—

Now that the harvesting of our four sections—two thousand, five hundred and sixty acres of wheat, and an equal acreage of flax, has been completed, with the thirty John Deere Harvesters purchased from you, it is but proper that I should express to you my opinion of their merits.

As the selection and purchase was based upon my own judgment after a careful inspection of the harvester, as well as your recommend and guarantee, it naturally affords me satisfaction to be able to say we made no mistake in the purchase, and after the severe try-out given them in very heavy grain cut on the green side, that you have the best harvester on the market.

We used five binders with each of our six engines coupled up with Hausmann Binder Hitches, in cutting wheat and six in flax, and I think the passage of the thirty harvesters, each throwing out an average of twenty-four bundles per minute (seven hundred and twenty bundles per minute for all), was as splendid a harvest scene as ever was witnessed, and you would have been justly proud of your harvester had you seen them thus in operation. I congratulate you upon having perfected a harvester that in quality of design, material and workmanship, quite equals other farm machines and implements of the "John Deere Line," which I consider is enough said.

Yours very truly,
O. O. WINTER,
Vice-President and Manager.

Gas Traction School.

Another remarkable advance in the gas traction field—a correspondence course with practice schools in gas traction engineering.

A course of twelve illustrated detailed lessons, dealing with theory and practice of gas traction construction, with methods of economical operation, with repair and emergency problems and with farming operations of all sorts.

Many a farmer would buy a tractor if he were convinced that he could operate it successfully. his school simplifies the matter. He can sit in his own home during the slack time in winter and thoroughly acquaint himself with every function and operation. When he gets through with the written lessons, fourteen practice schools are open to him without extra charge. He will apply practically what he has studied on paper; here he can handle and operate actual tractors under the direction of experts.

The Canadian practice schools are located at:

Portage la Prairie, Man.
Regina, Sask.
Saskatoon, Sask.
Calgary, Alta.

The education thus acquired also fits young men for well paid positions as operators of gas tractors—similar to the well paid chauffeur. Owners of big farms gladly pay such men liberally if they know their engine thoroughly.

Every dealer interested should write to the Hart-Parr Company, 36 Main Street, Portage la Prairie, Man., and get detailed synopsis and prospectus.

Extensive Business Trip.

A trip around the world as a missionary of the gospel of modern farming lies ahead of C. D. Smith, of Minneapolis, who sailed from New York for Havre, December 23. Mr. Smith is the

foreign representative of the Gas Traction Company of Minneapolis, manufacturers of the well known four-cylinder farm tractor, which the manufacturers are exporting to many foreign countries. On his trip he will visit the agencies of the company in Europe, Asia, Africa, Australasia and South America and investigate the conditions under which their engines are working.

From Havre, Mr. Smith will go to Paris, Berlin, Vienna and Budapest; Bukarest in Roumania; Odessa and Kiev in Russia; Constantinople, Naples and Brindisi and down the Mediterranean to Alexandria and Cairo. From Port

Said a voyage down the Red Sea and the Indian Ocean will take the Minneapolis traveller to South Africa, where he will visit Cape Town, Port Elizabeth and other centres. Thence he goes to India, and then to the Philippines, down to Australia, Tasmania and New Zealand and finally to Chili and the Argentine Republic. Mr. Smith returned two months ago after a six months' study of the conditions under which traction engines are working in the Argentine.

The oldest banking institution in Canada is the Bank of Montreal, founded in 1817.

The "Flour City"

Can be operated successfully in extreme cold weather.



Built in Three Sizes—20, 30 and 40 H. P.

It is true some tractors are better than others, and there is a reason for it. The "Flour City" practically swept the field in the 1911 Winnipeg Contest. This was due to its design and construction. The fact that it swept the field in two previous Winnipeg Contests adds weight to our claim that it is the BEST.

These honors are not accidental happenings, but are the hard-earned continuous winnings of the best in the field.

Our 20, 30 and 40 H. P. give a latitude of power suitable for any size farm.

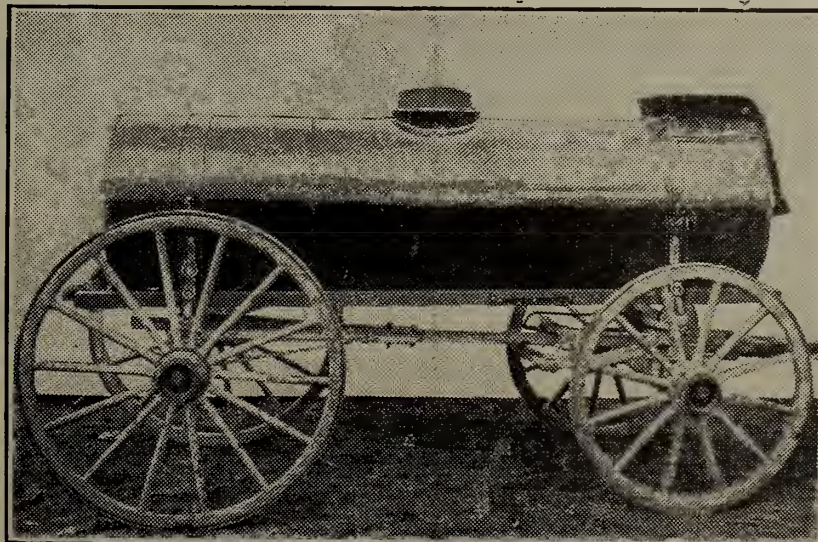
Our agency proposition is liberal and the "Flour City" line is a most attractive one for the dealer.

If interested, send for our 1912 Catalogue,

Kinnard-Haines Co., 830 44th Ave. No., Minneapolis, Minn.

Ontario Wind Engine and Pump Co. Ltd., Dominion Agents
TORONTO WINNIPEG CALGARY

Western Standard Steel Storage and Wagon Tanks, for Water, Oil and Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

A Misleading Comparison Nailed.

The Winnipeg Grain Growers Guide devoted an editorial on the comparison of prices at which Cockshutt 8 Furrow Engine Gang Plows were being sold in the United States and Western Canada. The position taken by this publication has proved, upon investigation, widely astray as to the facts of the situation and very unfair to the Cockshutt Plow Company in the inference contained therein.

We find that when the difference in the actual cash outlay for freight is considered, the Cockshutt Company are selling their 8 Furrow Engine Gang at a lower price in Winnipeg on the same terms and under exactly the same conditions which governed the quotation obtained by the "Guide" on an 8 Furrow Cockshutt Avery Plow f.o.b. Minneapolis. The price obtained by them was from a firm of dealers or local agents of the Avery Company at St. James, Minnesota, and was the lowest, **cash with order**, price at which these plows are sold to agents of that company. The equipment of the

plow is not the same as the equipment furnished with an 8 Furrow Plow of the Cockshutt make, on which the retail price to a farmer was quoted f.o.b. Winnipeg. There was all the spread in these prices, represented by an agent's commission, a difference of \$40.00 in the equipment, and the difference of \$20.00 to \$30.00 in the freight.

We believe the following letter by the Cockshutt Plow Company, which was sent to and appeared in a late issue of the Grain Growers Guide well worth the careful study of every dealer who has any interest in this question. Because, it shows clearly the erroneous position taken by that journal.

COCKSHUTT'S REPLY.

"Winnipeg, Man.,

"Dec. 4, 1911.

"Grain Growers' Guide,
"Winnipeg.

"Dear Sirs,—Your open letter addressed to our company, as contained in your issue of October 25, was not replied to, as our company had no desire to enter into a newspaper controversy. The letter you addressed to us was printed and published by you before your communication was received, so that our company had no opportunity to make a reply or investigate the statements printed in your paper before you saw fit to make this public attack.

"We have decided, however, to ask you to publish the following information in connection with this matter:

"The price quoted and published by you, on a Cockshutt 8-Furrow Engine Gang, in the United States, is a **net wholesale**, cash with order, price to a dealer.

"The letter from the Avery Company, Minneapolis, dated March 14, 1911, published in The Grain Growers' Guide, was written in reply to a letter received by the Avery Co., from Sandmeyer & Dettwiler, by F. B. Sandmeyer, who held a 1911 agent's contract with the Avery Co., and who have also signed an agent's contract for 1912 with the same company.

"This Minneapolis price quoted by Grain Growers' Guide is, therefore, not in any sense a retail price. You make a comparison between this price and the regular retail price at Winnipeg and Saskatoon. The retail prices you have quoted would be subject to a discount

of 5 per cent. for cash with order.

"There is also a difference of \$40.00 in the equipment as at the Minneapolis price quoted, neither extra breaker shares with breaker bottoms, nor rolling coulters with stubble bottoms, nor fin cutters, are included.

"The freight rate from Brantford to Minneapolis is 36 cents per hundred, as compared with 64 cents per hundred to Winnipeg and \$1.01 per hundred to Saskatoon. The cost for freight to Minneapolis would be about half the cost to Winnipeg and about one-third of the cost to Saskatoon.

"The freight rate to Peoria, Illinois, from our Brantford factory is one-third of the rate to Winnipeg, and about one-fifth of the rate to Saskatoon. Three of these engine gang outfits comprise a carload shipment.

"There are eight different makes of engine gang plows of somewhat similar construction to the Cockshutt Engine Gang, six of these being manufactured in the United States. The Cockshutt Plow Company have to meet the active open competition of these eight plow manufacturers in the Canadian market, and at prices which will compare favorably with any other standard make of plows.

"The prices which have been obtained and published by Grain Growers' Guide on 'Cockshutt Avery Plows' in the United States, are wholesale, cash with order, prices. You have made a comparison of these prices with retail prices in Western Canada on plows which the equipment is not the same, on different terms of sale, and with from two to five times the cost for freight.

"Respectfully yours,
"Cockshutt Plow Co., Ltd.,
"E. A. Mott,
"Western General Manager."

World's Crop in 1911.

The International Agricultural Institute have issued from their Ottawa office the following statement of the world's crop for last year which will be of interest to the average Western reader:

Wheat, 3,132,267,000 bus., 1.4 per cent. less than preceding year; rye, 1,550,000,000 bus., 5.2 per cent. less than preceding year; barley, 1,362,666,000 bus., .1 per cent. less than preceding year;

oats, 3,581,412,000 bus., 9.1 per cent. less than preceding year; corn, 3,180,000,000 bus., 10.5 per cent. less than preceding year.

It is estimated that the Australian crop of 1911-1912 will reach 80,000,000 bus. as against 96,736,000 bus. last year, a decrease of 20 per cent., and the Argentine crop shows a probable approximate decrease in the total crop there of 13 per cent.

Canadian Thistles.

The proper time to successfully cope with the Canadian thistle is when it is in blossom, as it is at this time that it is weakest in vitality, having drawn heavily on the supply stored in its roots.

Mow it down, and when it has sprouted, plow it under and continue to plow, or cultivate so that no thistle is allowed to show above the ground.

If this treatment is conscientiously carried out the thistle will be dead by fall.

It is not advisable, however, to attempt the annihilation of the weed until such time as it is in blossom, as otherwise it possesses great vitality and is extremely difficult to exterminate.

A Calendar from B. C.

One of this year's prettiest calendars has just come to hand with the compliments of our old friends, T. J. Trapp & Co., of New Westminster, B.C. The large scene "A Breeze from the Shore," is taken from J. Calvert's original painting. It shows a much clouded sky and disturbed waters with several fishing smacks in the grip of an off land blow. Those who have formerly received a calendar from this concern will find the 1912 one quite as beautiful.

P. & O.

The annual publication of the old firm of Parlin & Orendorff, Canton, Ill., has been received at this office and we hasten to say that in this the printer, the compiler, the lithographer and the photographer have to a man excelled themselves.

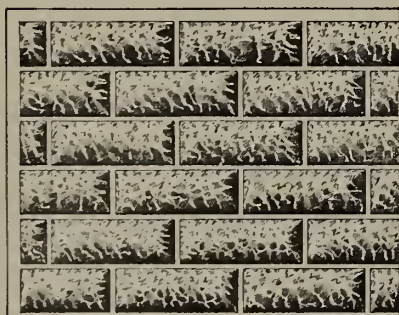
It reviews in perfect illustration the evolution of the plow, from the picture of a motley team drawing the primitive wooden plow of Egypt, to the one of the twelve bottom mogul in tow of a mammoth tractor.

In fact, from cover to cover, this book is a masterpiece of the printer's art and is well worthy of space in the implement man's library.

METALLIC SIDING

FOR

Houses, Stores and Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

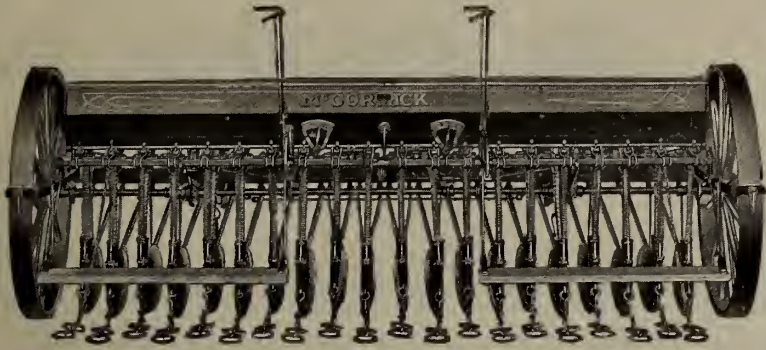
get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



THE
Metallic Roofing
CO., LIMITED
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

WHY FARMERS BUY McCormick Tillage Implements



McCormick drills have continuous axles, strong angle steel frames, durable drive wheels. They have a positive force feed which adapts the drill to all kinds of seed. On the disk drill, the bearings always run true and turn easily in the lightest soil. These are points that Western Canadian farmers appreciate.

By the use of correctly designed draft links on McCormick disk harrows a direct pull on the bearing is secured, insuring durability and light draft. All bearings are equipped with hard oilers which lubricate from the center of the bearing. These are only a few of many good points which make McCormick disk harrows satisfactory to farmers. The McCormick line also includes peg tooth smoothing harrows, cultivators, and land packers, all made to do good work in Western Canada.

The blockman will show you all the good points of these implements. If you wish to see him at once, or would like to have catalogues, write the nearest branch house. Address

International Harvester Company of America
(Incorporated)

Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.;
North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.;
Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

HOOSIER AND FAST MAIL PUMPS



Fast Mail
Force Pump

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pumping Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

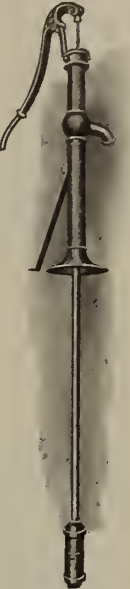
Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for catalog and prices.

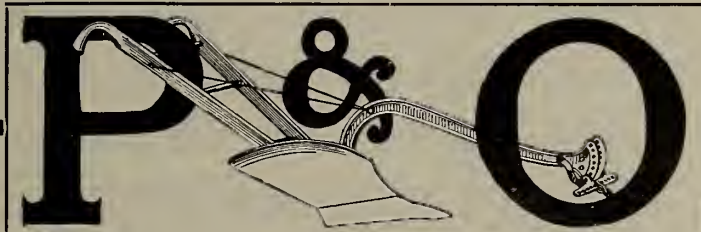
FLINT & WALLING MFG. CO.,
675 Oak Street
Kendallville, Indiana, U. S. A.



Hoosier Force
Pump Standard



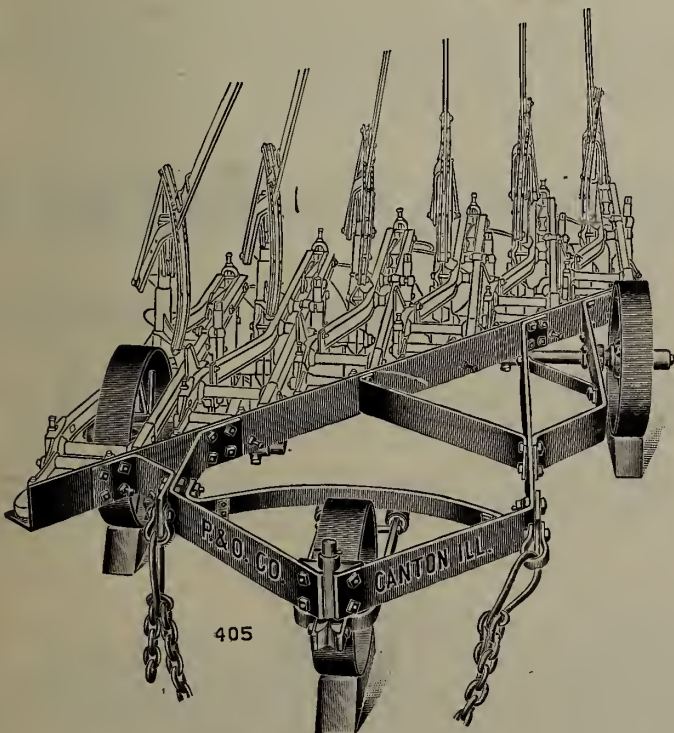
Hoosier
Set-Length
Lift Pump



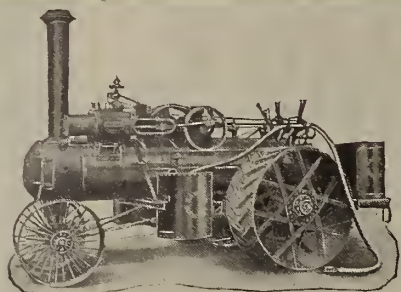
Mogul Engine Plow

This is a view of the P. & O. Six-Furrow Mogul Engine Plow with the platform removed, and with the plowing appliances in outline. It shows the construction of the frame for the five and six furrow Mogul, which is made V-shape in front, taking up nearly all the space between the engine and the platform. This allows the operator to step from the engine to the platform and back again without stepping to the ground. Many of these small plowing outfits are operated by one man, and this feature is one of the time savers to be found on the Mogul. The levers, which have the ends cut off in the illustration, all point to the centre of the platform, and when the operator steps back on the platform, the levers are all within easy reach, and he is not obliged to walk the entire width of the platform.

The P. & O. Mogul Engine Plow is the strongest plow made, and it is backed by an unqualified guarantee. Write for our special catalogue, "Traction Engine Plowing." It will help you decide which Plow you need.



PARLIN & ORENDORFF CO., CANTON, ILLS.
International Harvester Co. of America, Sales Agents for Canada



Far Sighted Dealers all THE PREMIER LINE OF

It is a great thing to be able to tell by the look of a machine, so to speak.

The men who handled our machines for years have fairly taken our breath away,—because they have found that the Massey line of Machines meant Victory and Success.

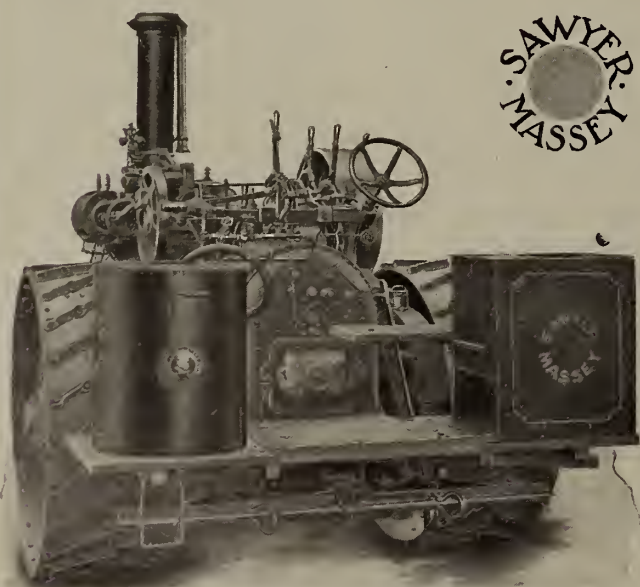
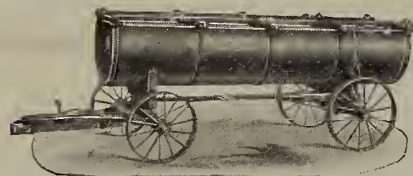
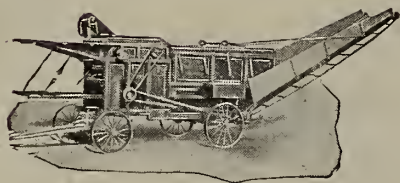
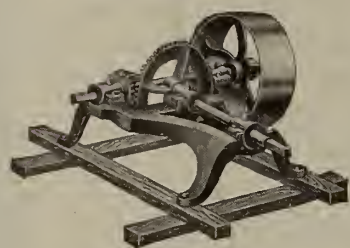
You may be able to get our contract for a year. You will see at a glance—it means profit and success.

These machines have been built right into the business.

You have at your back the reputation of a line of machines all of which has never been questioned. You get the big staff of expert salesmen.

You get the benefit of our extensive advertising in every country. In short, our whole splendid organization is here that may never come to you again. Be sure we send you our new Catalogue—it tells a big story.

If you are doing business in Saskatchewan from January 1st, 1912, to Regina, Sask.

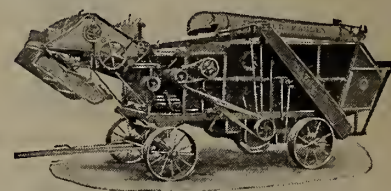
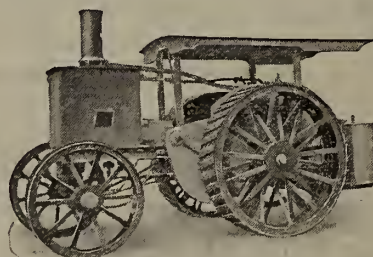


Sawyer-Massey

Factory and Headquarters

Manitoba Branch: WINNIPEG; SASKATCHEWAN BRANCH: REGINA

The PREMIER MANUFACTURERS



over Canada are after MACHINERY FOR 1912.

forehand what is coming, or what is in the

1911 grabbed up contracts for 1912 so fast it
new that to handle the big reliable Sawyer-
Success for them in 1912.

our district.—We still have a few points open.
I success to you to handle a line like this.

em the experience of seventy-five years in

a firm whose policy for the fair square deal to
assistance, knowledge and experience of our

tising in all the leading Farm Journals of this
ization is with you,—you have an opportunity
er write quick. Let us hear from you—let
tory of progress and advancement.

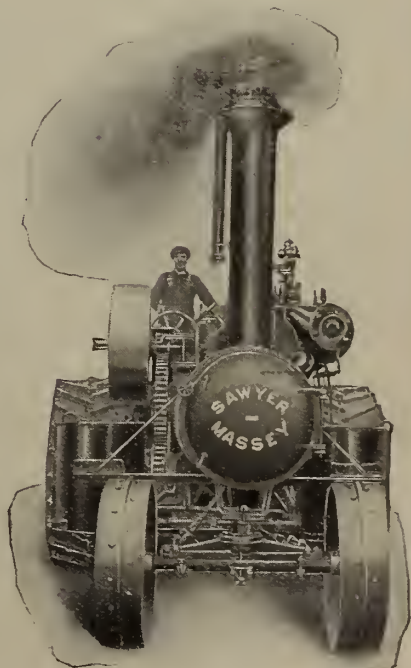
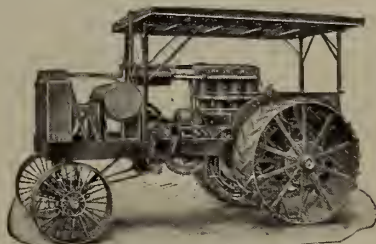
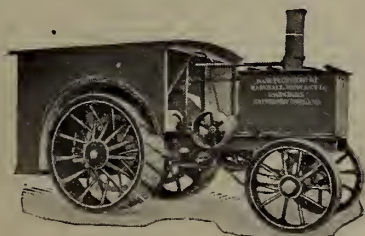
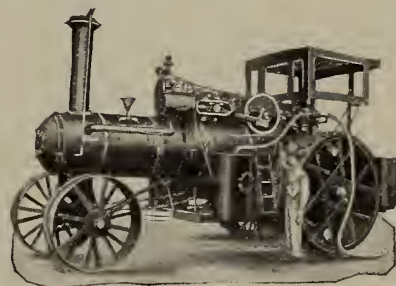
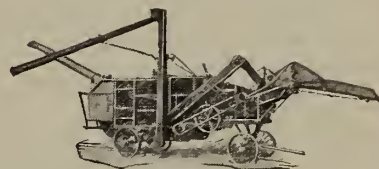
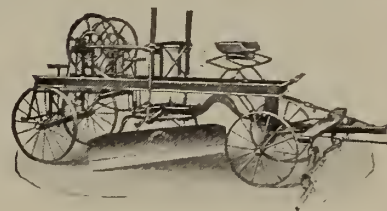
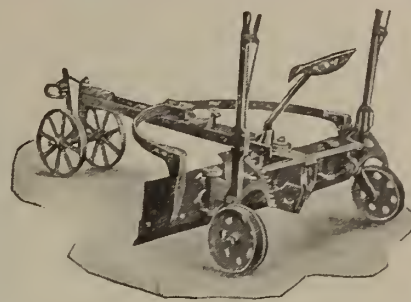
or Alberta, address all communications after

ey Co. Limited

Office: Hamilton.

Saskatchewan and Alberta Branch: REGINA.

f the PREMIER THRESHING MACHINES



New Year Resolutions.

Lost in the dim vistas of the past is all record of the first New Year resolve. We believe "Old Father Time" himself, when a boy must have started the practise. And ever since this has been regarded as the proper and accepted time, by man, whether good, bad or indifferent, to promise himself some reform of habit more or less needed, which will make him a better business man or citizen.

In the initial number of the year we have urged our readers to resolve "that during the coming twelve months they would not only support Canadian Farm Implements by promptly paying their individual subscription, but that they would also make use of its columns to voice any trade evil and to enlighten fellow dealers as to the way they had been able to overcome adverse condition, remembering that this action will greatly assist in the realization of the objective point of trade journalism."

We are in receipt daily of letters from dealers telling us that they are pleased with the merits of Canadian Farm Implements, and in other expressions convey to us thoughts that are both encouraging and gratifying, but the communications that deal with the manner in which individual dealers conduct their business, the obstacles that are encountered and the way in which they are met are deplorably few and far between.

Ideas exchanged through your trade paper are the best way in which these invaluable hints may be conveyed to other dealers, and surely it will be of mutual benefit to profit by each other's experiences. It seems to us to savor somewhat of self to either profit or lose by some transaction without passing the tip along, and the dealer acquiring the habit of passing along these business experiences to his trade organ, for the benefit of his fellow tradesmen, will find it is a labor of love.

"1912."

"Canadian Farm Implements," with this issue, has entered upon its eighth year of life and usefulness to the implement trade of Canada.

Commencing in 1904 with a fixed determination to adhere strictly to the acceptance of legitimate lines of advertising only and otherwise safeguarding and aiding in the advancement of the implement business, we to-day



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JANUARY, 1912.

publish the first number of our eighth volume, with the retrospection of a successful record, in the knowledge that, through the straightforward methods conformed to, we have made strong and abiding friends among our readers and patrons.

In the continuance of "Canadian Farm Implements," it only remains for us to say that as in the past honesty of purpose and integrity will continue to govern; that the same impartial interest will be accorded alike to advertiser and dealer, and that the interests of both will be benefitted and advanced to the limit of our ability.

It is difficult to publish a trade paper along the lines of such a hard and fast policy; it entails the refusal of much profitable advertising, it causes strong opposition from unanticipated sources and otherwise demands the adherence to business and editorial principles which unfortunately are not generally in vogue.

Therefore, on the threshold of the New Year we would make an earnest appeal to every reader of this paper that co-operation be given us, by suggestions, by narratives of selling experiences, or even by criticism of these pages, in making the coming year one in which "Canadian Farm Implements" will be replete with detail, and in so doing share with us the task that we have undertaken: that of establishing and maintaining a clean cut, interesting paper.

The prospects for the coming

year, from a trade standpoint, look bright, and there is every reason to believe and hope that the year now embarked upon will prove to be one in which full and plenty will reign supreme in all of this vast territory.

It is our heart-felt wish that the season of 1912 will prove to the implement dealer in the West to be the most prosperous and satisfactory yet realized, and that it will see a closer and more positive feeling of good will instilled in those connected with the trade.

Cost and Profit.

The beginning of a year is the proper time to install any new method of doing business that the dealer may contemplate.

Implement dealers, generally, will be well advised in taking off a balance sheet covering their year's business, in order to deduce wherein they are making money, and in what departments they are making progress, or losing ground.

Cost, in recent years, has been considered by manufacturers to be of the most vital importance, and salaries are being paid to cost experts that are little short of fabulous; just so important should cost be to the retailer and no detail, however small, should be neglected in an estimate of exactly the proportion of the profits it is costing him to do business.

Rent, light, heating, insurance, help, even to window washing and the occasional fee to the woman

who scrubs the office floor, should be taken into account and figured in on the balance sheet.

If the dealer finds, on completing investigations that over and above a living salary for himself he is not making a net profit of at least ten per cent., it is apparent that something in his business methods is radically wrong, and the leakage should be looked for.

It may be that profits are insufficiently large on some lines, overhead expenses may be greater than the size of the business will allow, too much money may be tied up in dead or slow moving stock, or the dealer may be unable to take advantage of his discounts on account of slow paying customers.

In days of competition such as these it behooves every business man, in order to be successful, to be as systematic as his circumstances and environments will allow; hit and miss methods of conducting a business are no longer possible, and the dealer who still sticks to the conservative ways that perhaps have made money for him in the past will speedily discover that a new era has overtaken him in which he will either have to modernize himself and his manners of conducting his affairs or make way for the younger man with a system.

Winter Repair Work.

When the last bag has been upended in the granary the average farmer sits him down, secure in the belief that, so far as profit accruing is concerned, his season's responsibilities have been lifted from his shoulders; with the exception of feeding a few head of stock, hauling grain, and the minor detail work of the farm he feels that he has done justice to himself and to his farming operations for the current year.

It is at this time that the implement man will do well to hitch up and make a personal canvas of his customers; he will find that it is now that he will be afforded the best opportunity of getting acquainted with the man that he is selling goods to, as the farmer is a sociable sort at all times and especially when the cares of the management of the farm are not weighing heavily upon him.

No more appropriate reason for a visit of this nature could exist than a desire on the part of the dealer to ascertain if the machines he is selling are giving satisfaction; suggestions made by the customer are often the means of benefit to a dealer in the way of changing an argument that he may

perhaps have been in error in using in the sale of some particular implement, or in his stocking subsequently some saleable tool or machine that he has not previously handled.

There is no doubt that the average farmer is careless in attention to his machinery, many valuable implements are left in the fields to suffer from the deteriorating influences of the weather annually, instead of being properly housed and repaired during these months when the farmer is otherwise unengaged, and it is to the advantage of the dealer to draw attention to the fact that much money might be saved in renovating them.

A personal inspection will also be of assistance to the dealer, inasmuch as it will inform him as to the parts that are undergoing the greatest amount of wear, and in which the machine is weakest; it will also enable him to order from the makers these parts if he is not at the present time stocking them.

It is only consistent to expect that a personal interest of this kind will be appreciated by the customer, and it often transpires that if an implement is restored to him for service for an additional season after he has convinced himself that its days of usefulness are done, he will purchase some other machine which he has denied himself previously.

American-Abell E. & T. Co.

Acquired by M. Rumely Co.

Just as our forms were about to close we received word that negotiations had been concluded between the American-Abell E. & T. Co., of Toronto and Winnipeg, and the M. Rumely Co., of La Porte, Ind., and Regina, Sask., whereby all of the stockholders interests of the former company had been acquired by the M. Rumely Co. We understand that it is the intention of the purchasers to greatly increase the capacity of the Toronto plant. The sale of these goods will, there seems little doubt, be pushed for the coming season with the same vigor as in the past.

Bonspiel.

But a few weeks seem to have elapsed since the crack of the stones was heard in our last Bonspiel—but another cycle has been accomplished in the interim and in a few days our city will throng with enthusiastic wielders of the broom.

Many implement men will be here, many who we know, who

are Bill, and John and Jimmy to us—many will be here with whom we have not the privilege of this intimacy; but to both known and unknown we wish to say that our offices are at their disposal while at the Bonspiel, commencing on Feb. 8th to Feb. 18th or at any time they visit Winnipeg.

They may make it a rendezvous, have their mail addressed 822-3 Union Bank, Winnipeg, or in any way that may be advantageous to the reader of Canadian Farm Implements we will be glad to have it serve.

The annual convention will be held concurrently with the Bonspiel, on Feb. 15, and all members are urged to communicate with F. D. Blakely, 822 Union Bank Building, the Secretary of the Inter-Provincial Retail Implement Dealers' Association, in ample time to allow for the necessary arrangements of the convention.

National Transcontinental Railway.

Reports from the National Transcontinental Railway Commission are to the effect that construction work on this railway is nearly two thirds completed.

The section from Superior Junction east will prove to be the longest to complete and the Commissioners do not look for trains operating over this division before the spring or summer of 1914.

Meanwhile the section between Superior Junction and Winnipeg is being operated and settlers are moving into the country thus being served, which it is claimed will in time prove to be a very valuable farming territory.

The total amount spent in the construction of the road to date is in the neighborhood of \$207,000,000.

Obituary.

Dr. Elmore Harris, who died recently of smallpox while attending the Durbar, at Delhi, India, was a son of Alanson Harris, one of the founders of the firm now known as the Massey-Harris Co. and was at the time of his death one of the directors of that company. Dr. Harris was a philanthropist of proportions unknown, his charities being of the silent order and unadvertised; he was universally respected and beloved and leaves a name behind him that will be remembered by all who knew him, directly or indirectly with the feeling of distinct personal loss.



S. B. Clary.

The above engraving is an excellent likeness of S. B. Clary, formerly manager at Fargo, North Dakota, for the Gaar-Scott Company, who has recently been appointed manager of the Hart Parr Company's Regina branch. Mr. Clary has been in the implement business since early youth, and started with the J. I. Case T. M. Co., reaching the position of manager of the Fargo office. He held this position for 12 years and consequently his experience and capability for the new appointment are unquestioned. We commend Mr. Clary to the trade in his territory.

Saskatchewan Seed Fair.

The annual Seed Fair of the Province of Saskatchewan will be held concurrently with the Agricultural Societies' Convention, in Saskatoon from Feb. 6th to 9th inclusively.

The prize list is almost identical with that of last year, with the exception that a special class is made for the exhibition of "Marquis" wheat, in which eight prizes are given, ranging from \$5.00 to \$25.00.

The judging will be done by Prof. S. A. Bedford, of Manitoba Agricultural College, assisted by Mr. W. C. McKillican of the Experimental Farm, Brandon, and a prominent Saskatchewan miller, and as there will be no charge for entry, the exhibits will become the property of the Agricultural College, on the termination of the fair and will be sold at auction.

This is the first seed fair to be held under the auspices of the Saskatchewan University and it no doubt will enjoy the success that it so well deserves.

Personals.

Hudson Bros., Rosthern, have sold out.

H. W. Tucker has opened up in Margaret.

W. M. Doan, Allan, has sold out to Alex. Turriff.

R. M. Croll, Togo, has sold out to P. V. Franklin.

Ole Hawe has opened a warehouse at Foam Lake.

Neufeld & Butler have started business in Waldheim.

Another new business is that of J. J. O'Hara, Swanson.

W. N. Mills, Dauphin, has sold out to Merrill & Samson.

Geo. B. Froom, Dominion City, has bought out W. H. Gunn.

Bawtinheimer & Sons have opened a branch at Red Deer.

A. E. Duesing is opening an implement business at Holdfast.

R. L. Hacket has opened an implement warehouse at Macleod.

A. G. Prescott is commencing the implement business in Cudworth.

S. Roberts, Vonda, has sold his implement business to Stephen Klubie.

Howes & McAllister have opened an implement warehouse at Morse.

Delisle has a new implement warehouse, managed by Wm. Ferguson.

Weyburn has a new implement business, conducted by Gilmore & Shetlah.

A new business is that of the Wakaw Hardware & Implement Co., Wakaw.

The firm of Watson & Moore is now under the management of J. E. Watson.

Cupar has a new implement business, under the management of J. Olmstead.

William Morrison is establishing himself in the implement trade in Saskatoon.

Virstuk & Hryhorozuk have bought out the stock of Kenneth McLean, Ethelbert.

John L. Martens succeeds C. S. Reimer in the implement business in Plum Coulee.

John Lett, of Beverley, has taken a partner, the sign now reads "Lett & Jones."

P. E. Mickelson has acquired the business formerly conducted by A. B. Gill, of Roblin.

We understand that H. D. Taylor has commenced an implement business at Okatoks.

It is stated that an implement business has been started in Gainsboro by S. A. Sadler.

C. A. Baldwin, formerly in the implement business at Longworth, has removed to Cabri.

It is reported that Sharf and Cummings, implement dealers at Barons, have dissolved partnership.

F. A. Peters has increased the business interests of Hague by opening with a stock of implements.

It is reported that the business now conducted by Munro & Anderson will shortly be discontinued.

C. C. Sawatsky has entered the implement business, having bought the stock of K. D. Dyck, Hague.

McKnight & Woods, Frobisher, have disposed of their business to J. F. Wood, who will continue it.

Hudson Bros., of Rosthern, have sold their business to J. C. Klassen & Sons, who will continue it.

The Long Lake Trading Co. have sold out to O. D. Johnston, who will also open a branch at Stalwart.

Joseph Leatherdale has bought the business of Samuel Magrath, formerly implement dealer in Rosebank.

Stevens and Cock, Darlingford, it is stated, are considering a change in the management of their business.

R. H. Scott & Co., of Lampman, have disposed of their business to H. S. West & Son, who will continue it.

Rumor has it that the business formerly conducted by A. L. Badger, Coblenz, has been sold to Lowe and Glessing.

The business formerly conducted by Robert Scarrow, Rath-

well, is now under the management of W. M. Scarrow.

I. B. Noble has commenced business in harness and implements, at Tompkins.

The firm of John Arnason & Son, Churchbridge, has dissolved partnership and will now be conducted by G. A. Arnason.

Implements formerly sold from the stand of J. W. Lamb, Newdale, will in the future be disposed of by Chas. Congdon.

John G. Thompson has apparently made his pile in the implement trade at Liberty as he has advertised his business for sale.

Pate & Thomas, implement dealers of Wawota, having dissolved partnership, the business will be in future managed by A. Pate.

J. M. Haney will now preside where once did W. M. Montgomery, in Maryfield, having bought the latter's implement business.

The business which has hitherto been conducted by A. E. Elliott, Warman, will in future be under the firm name of Elliott, Smith & Co.

Joseph H. Peel, now in business at Bethune, has opened a branch warehouse at Dilke; Mr. Peel has also bought the entire stock of Wright and Peel.

J. H. Robson, of Colonsay, has sold his lumber interests to Western Canada Saw Mills Co. and will now devote his entire attention to the implement trade.

The firm of George and Hooten, Leross, is now under a new name, Mr. Hooten having sold his interest. It will now be known as George and Hoile.

Manderson & Torgerson, who have been selling farm machinery

at Hawarden, suffered the loss of their warehouse and stock by fire recently; at this date it is impossible to state whether they will rebuild or not.

The International Lumber and Implement Co., Swift Current, have sold their lumber interests to the Canadian Lumber Co.

It is reported that I. R. Waddington has purchased the stock and good will of the business formerly under the management of J. S. Upper, North Portal.

Mr. O. W. Townsley, Winnipeg manager of the Canadian Lightning Arrester Co., has just returned from a pleasant holiday spent at his old home in the Twin Cities.

The Great West Implement Co., Ltd., have absorbed the implement business, in Swift Current, formerly under the management of the Great Northern Supply Co.

Lyman Humphries, who has been selling implements as well as running a livery barn at Chamberlain, has disposed of his implement business to W. H. Elkerton & Son.

Edwards and King, who have been selling hardware and implements at Vibank, have sold out their hardware end to Weisberger and Driscoll, and will devote their attention to the implement trade exclusively in the future.

Mr. S. S. Bean, the genial manager of the American Seeding Machine Company's interests in Winnipeg, has returned from a business trip through the West. Mr. Bean visited Regina, Calgary, Edmonton, Saskatoon and many intervening points. He reports business much better than expected and believes that everything

at the present time points to a record year for 1912.

H. W. Hutchinson, manager for John Deere Plow Company, Winnipeg, together with Mrs. Hutchinson and child, have left for Southern California, where they will spend the remainder of the winter months.

We were glad to again shake hands with Mr. J. A. Morcombe, of Cypress River, who called on us recently. Mr. Morcombe reports his usual success in disposing of implements during the past season and predicts good business for 1912.

Mr. H. F. Noble, the Saskatoon representative of the Manitoba Windmill & Pump Co., of Brandon, paid us a short visit recently while in the city. Mr. Noble states that business in his territory is exceptionally good and that the very best of prospects are evident for a record year in his line.

Mr. J. E. Johnson, secretary-treasurer of the Waterloo Gasoline Engine Co., Waterloo, Iowa, recently spent a couple of days in Winnipeg. During his stay he closed with the Harmer Implement Co., of this city, for the sale of their "Big Chief" stationary gasoline engines in Western Canada during the season of 1912.

H. C. Sparling, Toronto, secretary and managing director of the Empire Cream Separator Company, of Canada, is spending ten days in Winnipeg, in connection with the reorganization of the local staff. Mr. Sparling is sanguine of a record year in their lines, and reports that the year just passed has proved to be the most prosperous that they have yet experienced.

We are indeed glad to record a visit from our old friend, Billy Hall, of Calgary, who we note has been appointed acting manager of the Cockshutt Plow Co. at that point. We not only wish him the compliments of the season, but that he may be long spared to act in the position to which he has been temporarily appointed. We are satisfied that there are a good many others in the trade who extend this same wish to him.

Open Regina Branch.

The Sawyer Massey Company has recently opened a Saskatchewan office and warehouse building at Regina, which is an exceedingly well built structure, situated most accessible and with convenient trackage. This branch of the business is under the able management of John H. Turnbull, who has been for thirteen years connected with the Sawyer Massey Co., half of

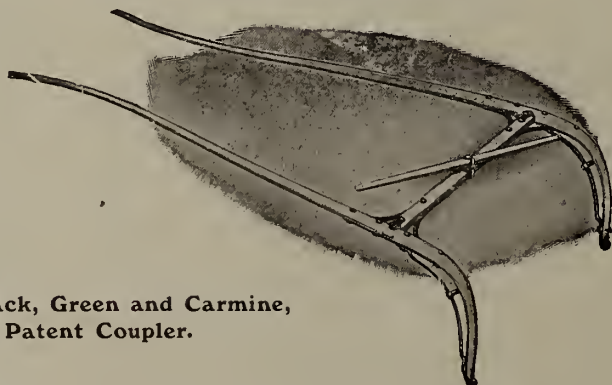
What Every Man Needs

Who uses a buggy, is a pair of our Twentieth Century Shafts. They are the most up-to-date shaft on the market at the present time.

**Note the Heel
Brace**

**Impossible to
Break at Heel**

Carried in Stock, in Black, Green and Carmine,
with or without Patent Coupler.



**Why not buy
the best
when they
cost less than
the
ordinary ?**

Try a few pairs for a sample and we will take a chance on your future business.

D. ACKLAND & SON, Ltd., Winnipeg.

this time at the Winnipeg office, where for the past two or three years he has been second in charge. Mr. Turnbull has, as his initial staff, A. B. Yeager, John Johnston, Gilbert Beatson and R. A. McGregor. Big things are expected from this new branch of an old and honored establishment.

Reorganization of Brantford Carriage Company.

A reorganization of the above concern was recently affected, by which the Cockshutt Plow Co. has acquired a considerable amount of the stock of this concern. Mr. John Sanderson, of the Adams Wagon Company, has also become interested in the carriage factory, and has been elected president of the company. Already preparations have been made for large extensions to the plant.

The Cockshutt Plow Company, we understand, will put on an aggressive selling campaign now that the interests have been consolidated. It would seem to us that the Cockshutt Co. are to be commended upon the policy it has been pursuing in acquiring plants, the output of which did not conflict with theirs. By this means they are each year able to offer the dealer a more complete line of goods, with the Cockshutt standard of excellency.

Change in Empire Staff.

H. P. Hansen has been appointed manager at Winnipeg for the Empire Cream Separator Company, succeeding the joint management of that gentleman, and E. Elwood, who has severed

his connection with the company. Mr. Hansen is well and favorably known to the separator trade of Western Canada, and it is felt that the affairs of the firm with which he is connected have been placed in conscientious and efficient hands. The Empire Company are, we believe, better equipped than ever to handle their increasing business for the coming year, and a record business is anticipated for them.

U. S. Prison Twine Loses Money.

Indiana plant cost state \$90,000 in five years, Says Warden Fogarty. "The fate of the binder twine industry at the State prison at Michigan City, Ind., says Farm Machinery, "depends on the response of the farmers of the State to an appeal to be made by Governor Marshall and Warden Fogarty for them to buy binder twine put out by the prison factory. Following a conference between the governor and the warden, Mr. Fogarty said in part:

"Unless the farmers respond to our call, we will recommend that the next general assembly do away with the plant and turn the 65 men employed in it over to the prison authorities to be let out in the regular contract way. In the five years the plant has been operating, if we could count the cost of labor at current prices and six per cent. on the \$325,000 the State has invested in the plant, the State has lost on the plant about \$90,000. If the money is used without interest and the labor element only considered, the State has lost approximately \$38,000. If both the interest and the labor computation is eliminated, the State has made approximately

\$2,800, a very small return on an investment of \$325,000 for five years. The State can't afford to keep the industry going at the rate shown."

A Real Sale.

A really profitable sale is one in which the customer not only settles for the goods on the spot, but is so satisfied with his purchase and his treatment that he mentally determines to come back to that store the next time he has occasion for anything stocked by the merchant.

The idea of "Get the money now—you may never have another chance," was the policy of the old time booth and peddler, and is not at all applicable to modern business. To make a sale and lose a customer is poor business. No advertisement equals a pleased customer. Just remember this: People generally are impressed by little things.

I. H. C. Calenders.

We are in receipt of the 1912 Deering and McCormick calenders issued by the International Harvester Co. The former portraying a young lady in a blue riding habit holding the bridle of her charger. The McCormick gives a glimpse of Sunny Italy in tapestry effect; on the upper por-

tion and the center is an illustration of the machine that has made the name of McCormick known wherever grain is cut and history read.

If you are an I.H.C. agent and have not already received a supply write your general agent at once.

Massey Harris Catalogues.

The annual description of Massey-Harris farm implements and tools is contained in an exceedingly well bound and illustrated booklet of 75 pages. Those interested in the Massey-Harris line will certainly find this catalog of great value. It is artistic as well as useful. The other book, "Modern Power," issued by this company, deals entirely with their "Olds" engine. It shows the way in which one of these engines may be adapted to save time and labor on the farm; also illustrates the various parts and styles of engines. We believe this book should be in the hands of all agents handling the "Olds." Mr. F. W. Hunt is to be congratulated on his splendid productions.

Canada gave away in homesteads during the years 1909-1910, land equal to the area of the State of Illinois.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

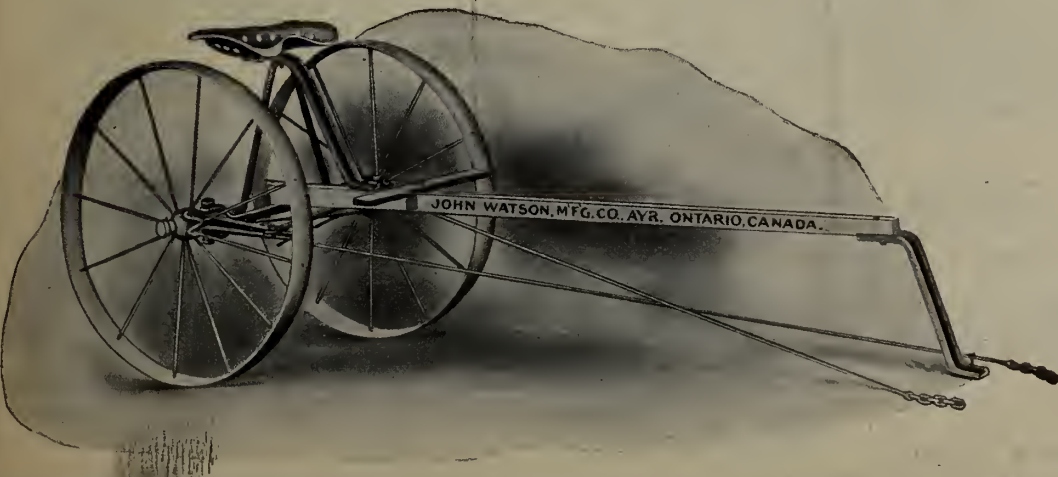
OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

You can sell Watson's Line at a Profit

Steel Wheel Harrow Carts should be included

with every harrow that goes out of your store. Any man might just as well ride as walk when he is harrowing. It doesn't take much argument to make a customer realize the advantage of this vehicle. This Cart is made in three sizes: 24, 28 and 36 inch high wheels. It's light draft, and adds practically nothing to the pull. Short hitch, seat good and high—away from the dust—steel construction throughout, and has removable boxings. Go over the proposition again! It's a first class article, a ready seller and gives a good margin of profit to the dealer. If that's good enough for you, write in today.



Our Line Includes

Pulverizers	Light Delivery Sleighs
Boss Wood Harrows	Feed Cutters
Boss Steel Harrows	(seven styles)
Channel Steel Harrows	Grain Grinders
Harrow Carts	Roller Crushers
Wheel Barrows	Root Pulpers
Warehouse Trucks	Whiffletrees
Wood and Pole Saws	Horse Powers
Farm and Bush Sleighs	Bevel Jacks

John Watson Mfg. Co.
LIMITED

Chambers and Henry Streets, WINNIPEG.

New Arrivals in the West.

Statistics, issued from Ottawa, are authority for the almost incredible statement that, during the months intervening between April and December, last year, not less than 281,898 immigrants were admitted to Canada.

Of this number 180,206 arrived from European ports and the balance, or 35 per cent. of the total number, from the United States.

It is gratifying to note that, in all probability, our neighbor to the south was very much in the majority over other nationalities and the fact that the average American farmer knows, at first hand, the possibilities of this glorious West, should tend to a vast extent to give the lie to the many reports general in the United States and Great Britain, as to adverse conditions here.

This is an increase in immigration, over corresponding months of the preceding year, of sixteen per cent. It is sometimes difficult to conjecture just where these vast hordes of new settlers are finally disposed of; every train coming into Winnipeg from East and South is crowded with them, yet little or no congestion is apparent in this city; they probably leave in the same sequence that they arrive, never seeming to return, yet a trip through some portions of the West reveals it to be comparatively little settled and evinces no tangible sign of the enormous numbers who are daily arriving.

A few years ago the better class of immigrant now arriving was practically unknown to us. In those days a walk down Winnipeg's main thoroughfare would disclose, winter and summer that conglomeration of the type of humanity least longed for in a new and busy country, holding conventions on street corners and other public places. Of many nationalities were these nondescripts; happily, to-day this class is almost, if not entirely, a relic of the past and generally immigration conditions have converged from the difficult proposition hitherto encountered, to a mere matter of a rejection of the undesirable.

The Square Thing.

Every now and then we hear of small sums of money being mailed anonymously to the government, ostensibly to cover duty on some trivial article that has been smuggled into the country, unpaid postage or some like matter of equally small importance, but these acts appear, to the intelligent reader, to be actuated by a fear of a future punishment rather than by a heart-felt desire to right a wrong, and it is all too seldom that an instance, such as is related here, is brought to our notice:

F. A. Bean, of Faribault, Minn., a miller, assigned in 1890, with a loss to his creditors of over \$100,000; Mr. Bean was at this time past the prime of his life, over fifty years of age, but undismayed by the fact that his credit was almost irrevocably lost to him, and without material financial assistance,

he went conscientiously to work, with the result that at seventy-one he has experienced the satisfaction of restoring to his astonished creditors the respective amounts, apparently lost through his failure, with interest accrued at current rates.

Although not under legal obligation, Mr. Bean has therefore paid back, including the interest, a matter of at least \$200,000 to his creditors.

I. H. C. in Russia.

The International Harvester Company's new factories at Lubertsy, Russia, were recently formally opened. These factories have been under construction a little over a year and a half and when running full force will employ about 1,100 men. They comprise six buildings, which will be

devoted to the manufacture of mowing machines and other agricultural implements. The equipment was obtained almost entirely in the United States. Owing to the numerous holidays in Russia, not more than 260 full working days can be counted on in each year.

P. & O. Calendars.

We are in receipt of the 1912 Parlin & Orendorff calendar from Canton, Ill. On the various leaves are illustrated their large line of farm machinery consisting of harrows, discs, cultivators, planters, many styles of plows, views of the P. & O. Mogul Engine gang plow in operation. Also a cut of the factory in 1842. This calendar should be of great interest to agents handling their line of implements.

SELL the HARROW that gives BEST RESULTS:

THE

'Acme' Pulverizing Harrow

BEST for general farming because the "ACME" crushes clods and lumps, turns, smooths and levels in one operation, producing the ideal condition for conservation of moisture. The increased yield on 20 acre fields properly plowed, and harrowed with an "ACME," will do more than pay for the "ACME" in one year.

BEST for preparing ground for grain and other crops, because the "ACME" cuts through to and compacts the undersoil, chops the trash that has been turned under, and leaves it buried; also producing best possible seed bed on newly broken prairie.

BEST for fallowing because being a perfect weed exterminator and surface mulcher, there is no lumpy soil and no voids or air spaces left when the "ACME" is used.

General Agents:

John Deere Plow Co., Ltd.,

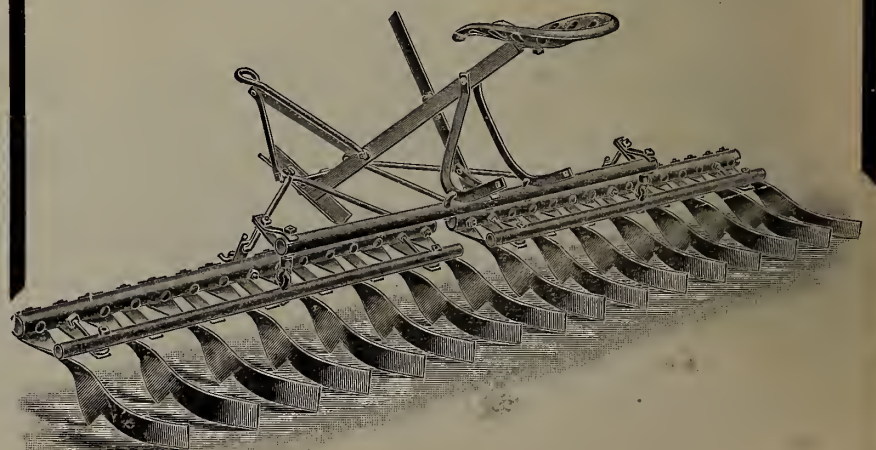
WINNIPEG.

Calgary, Edmonton, Saskatoon, Regina, Lethbridge.

Manufactured By

DUANE H. NASH, INCORPORATED,

107 Division Ave., Millington, N. J.





Farm and Garden Handbook FREE!

The PLANET JR 1912 catalogue is an *instructive* and valuable handbook of short cuts to best results for farmers and gardeners *everywhere*—not simply a list of implements. It illustrates 55 latest-improved Planet Jr tools, showing many in *actual use*. 64 big, helpful pages. Write for it.

S L Allen & Co
Box 1108Z Philadelphia Pa

Send postal today!

No. 11 PLANET JR Double Wheel Hoe, Cultivator, Plow and Rake works both sides of plants thoroughly and rapidly at one passage, until crops are 20 inches high. This fine tool has indestructible steel frame and steel leaf lifters.

No. 4 PLANET JR Combined Hill and Drill Seeder, Wheel Hoe, Cultivator, and Plow sows seed accurately and works quickly, easily, thoroughly. Wonderful all-round garden tool and money-saver.



WRITE FOR NAME OF OUR NEAREST AGENCY

TOWNSLEY'S LIGHTNING ARRESTER SYSTEM

Endorsed by Manitoba Fire Commissioner.

We Want Dealers in All Unallotted Territory.

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main St.

Winnipeg, Man.

JOHN DEERE ENGINE PLOWS

were pulled by Ten Medal Winners out of a possible 13 in the 1911 Winnipeg Motor Contest.



FOUR, SIX, EIGHT, TEN OR FOURTEEN BOTTOMS.

Equipped with Deep Suck, Quick Detachable Shares. Handiest Feature ever put on an Engine Plow.

USE JOHN DEERE ENGINE PLOWS

Because these plows have the longest successful field record back of them, and more of them are in use than of any other make, which is the best evidence of their efficiency.

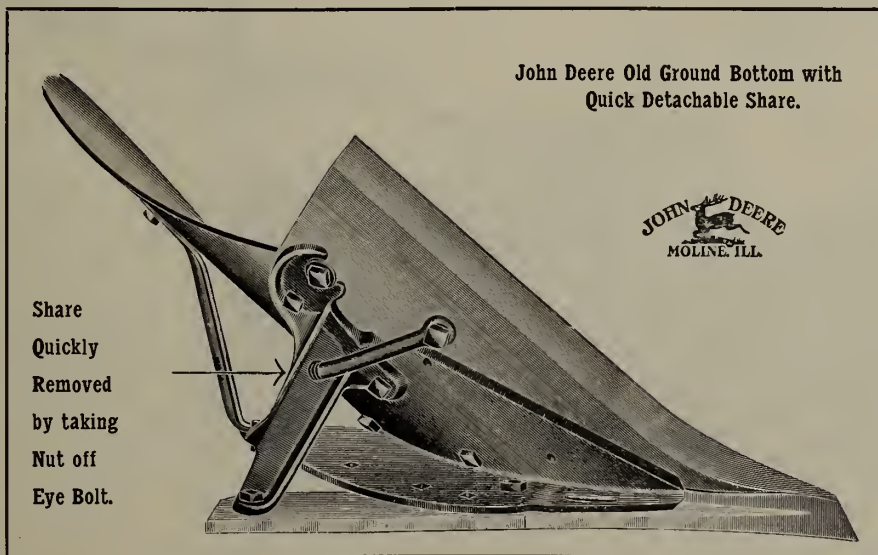
Because it is a safe bet that farmers generally will not buy an implement unless it has been proven satisfactory.

JOHN DEERE ENGINE PLOWS are very strong, pull easy, handle easy and do the finest kind of work.

They are strong because of the high grade material used.

They pull easy because JOHN DEERE bottoms are light in draft.

They handle easy because there is only one lever for each pair of plows and every other desirable convenience is provided.



John Deere Old Ground Bottom with Quick Detachable Share.

Share
Quickly
Removed
by taking
Nut off
Eye Bolt.

QUICK DETACHABLE SHARES ARE A GREAT ADVANTAGE.

It takes a lot of valuable time to change shares on an ordinary engine plow.

JOHN DEERE ENGINE PLOWS are equipped with QUICK DETACHABLE SHARES which can be changed in one-fifth the time usually required for other makes.

Each share is removed by taking off one nut, which is easy to get at, instead of four nuts inconveniently located.

Illustration below gives you a good idea of this feature.

Another thing, the one eye bolt holds the share more securely than when bolted to frog in the old way.

They do the finest work because the pulverizing and turning qualities of JOHN DEERE bottoms have never been equalled.

Think of saving 80% of time ordinarily required to change shares. This means a lot—especially when in a hurry.

Write us for further information or send for Engine Plow Book.

This Book contains all available valuable information on Engine Plowing.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge

YOU CAN'T JUGGLE WITH GERMINATION

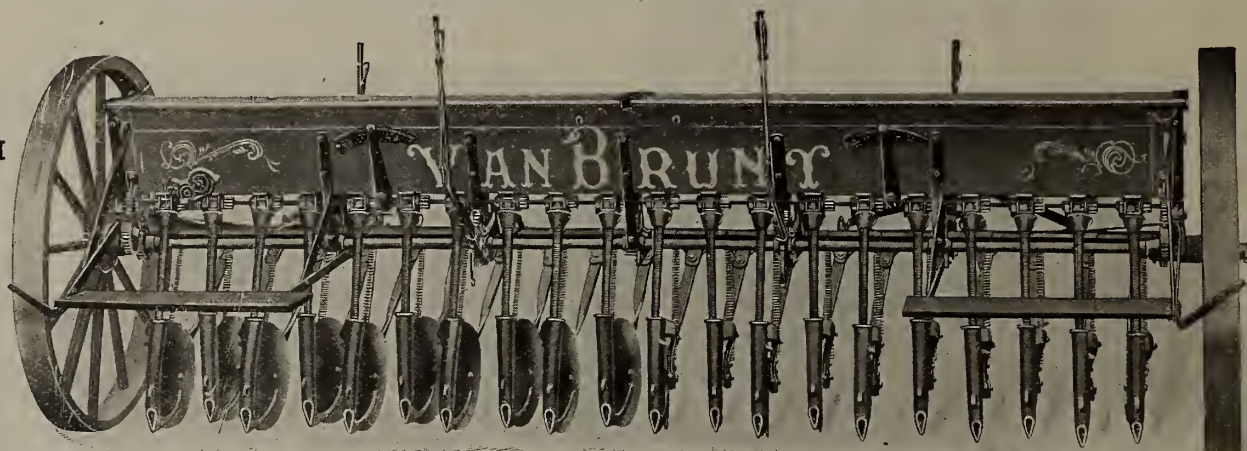
or any other **Process of Nature**. Nature does not perform tricks. She operates with a set of **Laws** which are simple, easily understood and easily followed. If you don't work **With Her**, your best efforts are doomed from their birth. In the simple process of seed germination she is no less arbitrary than when she is "riding the whirlwind or harnessing the tempest." The seed grain may not be placed "anyhow." It must not be placed too far from the influence of shower and sunshine, nor so near that it is saturated by the one or scorched by the other, but just so that it is **Nursed** into the fullest life it is capable of developing. The unaided human hand cannot do it, but human genius has found the means to do it perfectly with the

VAN BRUNT DISC DRILL

LIGHT
DRAFT
WITH
NEW BOOT
DISCHARGE

★

STICKS AT
NOTHING.



BOOT AND
DISCHARGE
WITHIN
INSTEAD
OF WITHOUT
CIRCLE OF
DISC.

VAN BRUNT NEW MODEL, 12, 14, 16, 18, 20, 22, 24 Single, Double Disc and Shoe, Interchangeable

This is the original model from which worthless imitations have been made and foisted on the market, but the great prototype is stronger and lighter than these by from 300 to 400 pounds. The effect of the **NEW BOOT DISCHARGE** is to plant the seed at the exact depth for certain germination. Not a single grain is left at the top of the soil or so near the surface that wind or shower can expose it.

The Van Brunt Press Drill

is the best and least expensive "Insurance Policy" against a poor crop that any farmer can avail himself of. With a "Van Brunt" Press Drill he cannot fail even in the driest season.



The real business of this great implement is to sow the grain at an **Even Depth** with a uniform pressure on the soil at every point. With the **Van Brunt Press Drill** there are no "hits and misses"—no bunching or inequality. It is the **Only Low Down Press Drill** having a perfect balance with an easy adjustment to throw out of gear. Extremely light draft—dust-proof disc bearings and reliable force feed.

End View of Single Disc Press Drill. Made in 7 inch Feeds—14, 16 and 18 sizes.
Single and Double Disc and Shoe.

WRITE FOR
DRILL CATALOGUES

JOHN DEERE PLOW CO. LTD.

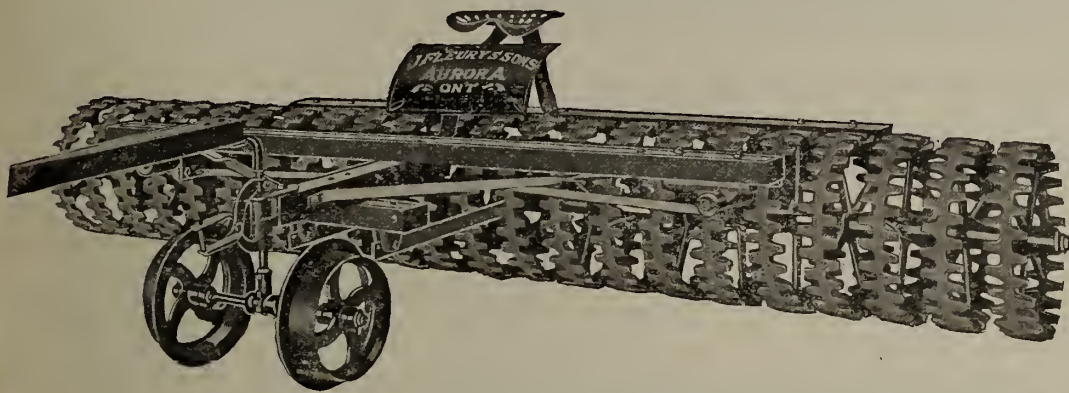
Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Lost ! A Load of Dead Weight

Belonging to one of the best Soil Pulverizers ever built. Whoever finds it can keep it as its day of usefulness with us is done. In the world famous **Fleury Pulverizer and Packer** with its **New Roller Bearing Tongue Truck**, there is not one ounce weight of needless drag on the draft horses. Note these points in this

Complete Departure from anything else made



The **FLEURY PULVERIZER** with **NEW ROLLER BEARING TONGUE TRUCK**, in sizes 16-22-24, sections with or without Tongue Trucks.

We can also supply any of these sizes with Sub-Soil Wheels.

1. The jolting from uneven ground which, through the old rigid poles, fell directly on the horses' necks, is entirely borne by the **Free Oscillating Tongue Truck**, which automatically accommodates itself to the slightest deviation of the Pulverizer.

2. **DUST PROOF ROLLER BEARINGS** take the place of the obsolete "friction" equipment of the two main axles and the **Two Draft Iron Bearings**. These are made absolutely dirt-proof by close-fitting washers screened to both ends of bearing case.

3. The castings in which the roller bearings revolve are accurately **Bored**—not "cored," so that the bearings fit perfectly. In other makes the shafting "takes its chance" in the core of the casting. We use only the finest **Reeled** shafting which is **clean and true throughout its entire length**, as distinguished from the common and irregular cast-shafting of competitive machines.

The effect of this revolution at these vital points of a pulverizer must be felt to be fully appreciated. The saving on draft is extraordinary—not to speak of wear and tear on machine. It means more work and better work with half the wear and sweat. It means ease and endurance in place of weight and wear.

BISSELL Double-Action DISC

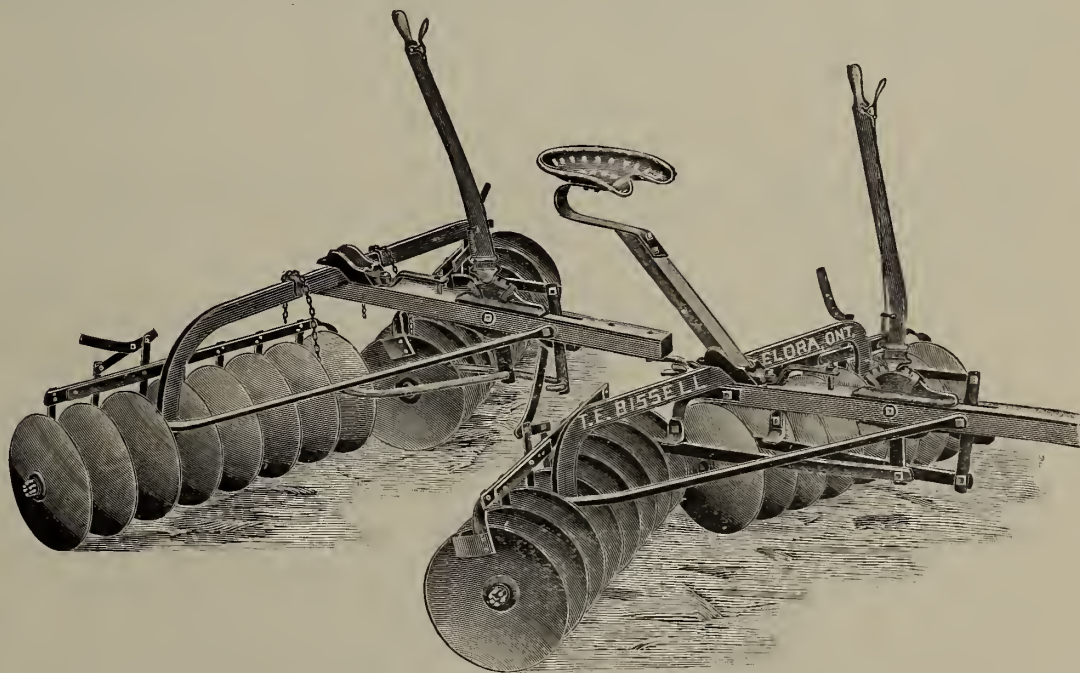
A Strong Practical Disc for Western Use.

The Bissell is a positive double-action harrow; one disc is **out-throw**, one **in-throw**.

No disc on the market can equal its capacity for speed of work or satisfactory results.

The Bissell Double - Action Disc gives two full width cuts in but half the time occupied by a single harrow.

The greatest cultivating implement ever invented for use with horses or traction engines.



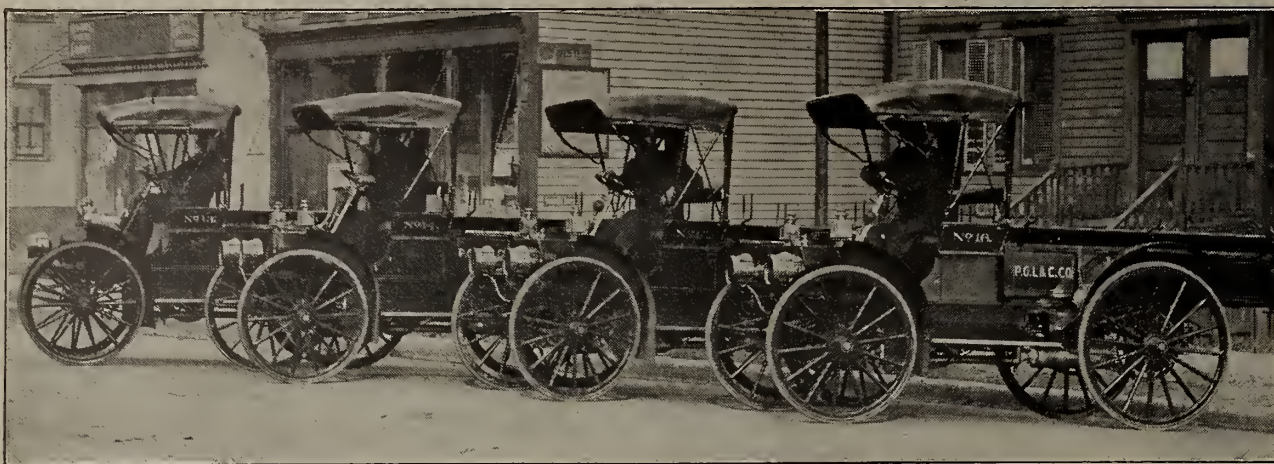
Built in 16 x 16 Sizes for Tractor or Horse Power.

SOLE AGENTS:

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge



Four International Commercial Cars purchased by the People's Gas Light & Coke Company for use in Chicago.

The Dealer's Road to Success.

By Frank D. Blake, Director of Publicity, Deere & Co.

Conservatism and business cowardice are much alike in premonitory symptoms. Only a trained eye can detect the difference. Both are sworn enemies of evolution and are the green scum that proclaims stagnation.

Conservatism never built up a great business. As a commercial term, it frequently degenerates into a cloak to cover senility. It feeds on past success. It is the mother of the catalog house, an overgrown child it continues to wet-nurse.

The catalog house was born into the world to fulfill a mission—to fill a gap—and until the duties of discharging that mission and filling that gap shall have been voluntarily assumed by the retailers of this country, it will continue to thrive. The secret is wrapped up in the one word, service, and it is in this matter of better service and more appealing methods, that the trained, aggressive dealer has the power to choke the catalog house loose from the business in his territory.

The retail dealer is on the ground. He is intrenched in his position. His business is the basis of the commercial system in this country, and regardless of change in conditions, regardless fluctuations of a local character, that basis will never be shifted because he offers to the public a service, which in its entirety, cannot be duplicated. With this recognized advantage and the prestige of personal acquaintance with his patrons, the progressive dealer who has capital and capabilities and is in touch with the spirit of the times, has nothing to fear from catalog-house competition, provided he has the courage of his convictions.

MEETING CHANGED CONDITIONS.

Business is in constant evolution. Methods that were successful yesterday might breed

ruinous competition in your territory if persisted in tomorrow. Failure to recognize changed conditions and adapt business policies to them, invites disaster.

It requires more skill and money to own and operate a store than it did twenty-five years ago, it requires more skill and capital to conduct any successful business; but these elements are not always given proper consideration. Price, service and the ability to exploit goods in a way calculated to stimulate the speculative faculty of mankind, are the corner posts upon which the catalog house rests, and until the retail dealer has a genius for up-to-date methods and ample capital to handle his business, the combination is discouraging. But mark you this: when a dealer has these requisites he will wipe the catalog house off the map in his territory, every time.

The importance of ample capital is under-estimated and lack of high-grade skill in modern merchandising is little short of suicidal. Having a store with shelves full of goods does not make a merchant any more than a room full of books makes a lawyer, or a case of surgical instruments a surgeon. Merchandising is now a highly specialized occupation, and is rarely practiced successfully by the inexperienced or the unskilled. There is no more forcible way to illustrate a proposition than by example.

SUFFICIENT CAPITAL NECESSARY.

A merchant seeking a location was favorably impressed with the advantages offered by a small town then furnishing a meager living for four general stores, the largest of which carried a stock invoicing less than \$10,000. Conservative people of the town told him frankly that another store could not live; that the trade was divided among four merchants, not one of whom was

making money, and that much business went to mail-order houses in a city some 150 miles distant. This trained merchant looked the situation over carefully and concluded that a handicap of 150 miles was about all a reasonable man could ask for. He put in a general store larger than the combined stock of all the merchants of town. Perhaps no other man ever came so near to having the unanimous sympathy of the community. He guessed quite accurately that lack of capital was the cause of high prices, poor assortment of goods, and the active mail-order trade in that locality. In less than five years the new store more than doubled the town trade. Service was the secret.

The catalog house is a rugged child of commerce, but its success depends on one of two things. It must offer for sale some economy or desirable service not furnished by the retail dealer, or it must perform the same service offered by the retail dealer in a manner more appealing and satisfactory to the customer.

BEST SERVICE DEFINED.

The services of the merchant are paid for by the customer. This is the unalterable rule in all successful business operations. A great mistake is made by ignoring this vital point when considering competition. Since the consumer pays for the services of the dealer, it is the admitted right of the consumer to buy where he can get the best service, each individual buyer to be the sole judge in his own case. The conditions in this country will never be such that an American citizen is not free to reject inferior service. No man should be expected to buy goods he does not want, nor be denied the privilege of patronizing people who give him the most satisfactory service.

The word "satisfactory" is used advisedly. The best ser-

vice, from a standpoint of dollars and cents, is not always the most satisfactory to the customer. An actual occurrence will illustrate the point. A man went to the best furniture store in his home town with a fixed idea of what he wanted to buy. This store had the largest assortment and best quality of goods, also the prices were right. A purchase would have meant the "best" service, but here is why it was not "satisfactory" to the customer:

No one met him at the door. No one approached him later, although there were several salesmen on the floor. Nothing is so annoying to a busy man as unnecessary delay. After promenading the length of the room several times he "called for help." A roustabout who knew little or nothing of the goods, was assigned to his case. For lack of "satisfactory" service he left the store, and in less than forty minutes, by the watch, purchased \$500 worth of goods from an inferior store.

SURVIVAL OF THE FITTEST.

There is no law upon the statute book favorable to the catalog house which cannot be turned to the equal advantage of the retail dealer, but so long as there remains any service superior in quality or less in price than the service offered by the retail dealer, the catalog house will live, thrive and extend its zone of operation. It is well to remember that there always will be some catalog houses because not all dealers have the financial ability nor the commercial training necessary to combat their aggressions. There are certain specialties which are not profitable for the retail dealer to handle because the demand is too limited in any one locality. Mail order houses can work up a large volume of sales on such articles because they operate nationally. It is also well to remember that laws cannot restrict trade to certain localities without the danger of such laws being arbitrary and pernicious. Trade organizations may teach dealers the best methods of handling their business locally, but they cannot give any man a good title to trade in a specified territory. The divine right of kings does not apply in the commercial world where only the fittest survive.

The retail business of this country is on a sane and safe basis. The dealer is an economic necessity and his profit well earned and legitimate. He will never be dethroned.

"Pa, is a vessel a boat?"

"Er—yes—you may call it that."

"Well, what kind of a boat is a blood-vessel?"

"It's a lifeboat. Now run away to bed."

The Basis of a Dealer's Credit from a Wholesaler's Standpoint.

(An address delivered before the Iowa Implement Dealers' Association by C. S. Walker, of Des Moines.)

Credit, gentlemen, is an extremely vital factor. It might be likened unto electricity, which cannot be seen, yet its force is felt in every city and village of our land. Credit is a force that directs men's destinies; it is a force that seemingly is little understood and in many cases little cared for, and yet in our business life to-day it is one of the most potent forces that we have to deal with.

Credit is looked upon by many people as being a matter of mere money, or of cash or of bonds or mortgages, or tangible things of this character, when the real facts are that these things are worth comparatively little in trying to base a man's claim for credit. There must be taken into consideration his honor, his reliance, his integrity, his business reputation; the esteem with which men regard him; his standing in his community; the trust that men impose in him, or, as one of the modern writers has summed this matter up, "Credit may be termed a document entitling the holder to money."

Credit is built up in many ways: By close attention to business; the use of sane and sensible business methods; the care with which you credit people in the sale of goods; the prompt payment of bills; the taking of cash documents; the honesty with which you make your claims for free repairs, damages and similar things; the protection of your goods by a proper amount of fire insurance, and the general honesty in which you conduct your business.

Credit is not built up in a week or in a year, but it takes long years to build up a proper line of credit. Now, a firm can lose their credit much easier than they can build it up. If a man is careless in extending credits; if a man is careless in his general habits; if a man puts in his odd hours gambling or drinking; if he makes unjust claims; if he does not take his discounts on time, but strings them out 30 or 60 days beyond the time allowable for discount, or if he is careless in the payments of his bills in any manner, he will soon lose that which it has taken him so many years to build up; but after a credit is once built up it may be retained by the dealer in following out the meth-

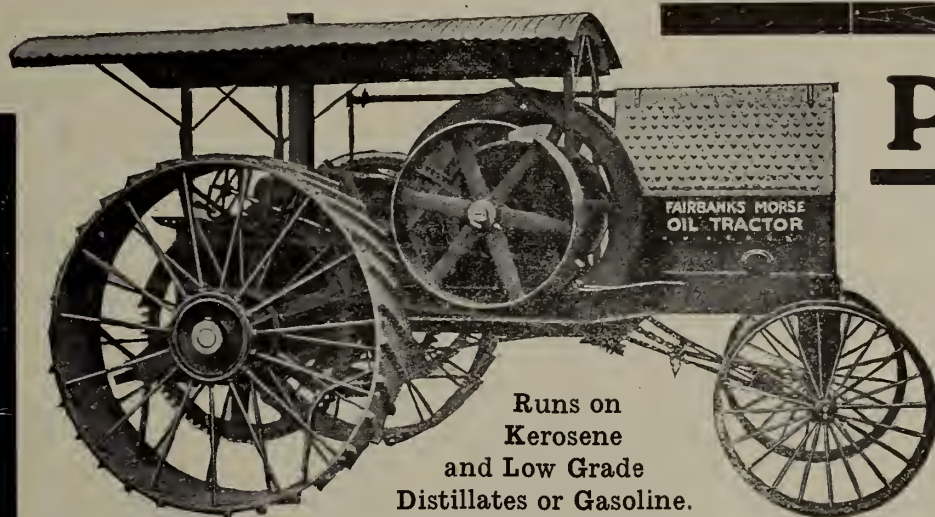
ods that he used in building up this credit.

Now, a factory, in considering the items that make up your credit, first of all must be furnished with a statement, either by you or, in case you refuse to furnish it, then it must be furnished by some of the commercial agencies; or, if you should refuse to give them a statement, it must be picked up in some manner that it can be secured; but first of all there must be some statement, either oral or written, upon which the factory can base your claim for credit.

If you were going to a bank to make arrangements to borrow a sum of money for your business, you would not feel at all hurt, but would expect it as a business principle from the banker, that he would ask you for an itemized statement of your affairs, and without a question on your part you would furnish him this information in detail; yet there is a tendency on the part of the dealers to refuse to furnish this kind of a statement to the credit department of the house when they are asking for just as much cash in the shape of goods, implement

or vehicles or things of this character that they were asking the banker for in actual cash; so in considering the items that make up a man's claims for credit we must first consider his tangible assets, value of stock on hand, outstanding accounts, his bills receivable, real estate and building, cash on hand or in bank, and all other things that make up a list of assets.

If he has outstanding mortgages which secure his accounts or notes, these should be given, whether they are real or chattel. On the other hand, he must give



Power on the Farm

Runs on
Kerosene
and Low Grade
Distillates or Gasoline.

That is the condition
which confronts dealers

to-day. It's **Power**—Power for plowing, harrowing, threshing; power for farm machinery; power for everything.

THE DEALER WHO REPRESENTS

The Canadian Fairbanks-Morse Co.

LIMITED

is in a position to meet every requirement of the farmer, in a manner most satisfactory to both. He is the local representative of a firm whose very name is synonymous with power at its best, and in its most economical form.

We Sell

**Kerosene and Gasoline Tractors, 15-30 and 30-60 H.P.
Horizontal Gasoline Engines (Portable and Stationary) 1 to 500 H.P.
Hand and Power Pumps for every purpose.
Truck and Pitless Scales.
Marine Engines.**

Write us if you are ready to make a contract. If not already represented in your district we will be glad to open negotiations at once.

*"The dealer who handles the CANADIAN FAIRBANKS-MORSE line gets **Compliments** instead of **Complaints**."*

The Canadian Fairbanks-Morse Company, Limited

WINNIPEG

SASKATOON

CALGARY

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

a list of his liabilities; what he owes for, whether due or not due; his loans from banks or friends; his general indebtedness on the land or buildings; whether these lands are clear of incumbrance and, if incumbered, for what amount; a description of the real estate and where located. These should give us an idea of the man's worth so far as money is concerned, but, as we stated before, this alone does not establish a man's credit.

In the first place, we shall have to verify his statements and see if the figures given are correct. We shall have to investigate and see if the lands he lists have incumbrances, or if his fixtures, furniture or stock have any mortgages or liens against them; or if he has any loans from friends or any silent partners in the business. This must be investigated. Then we will look into his personal habits; find how he is regarded in his community; find what his banks or competitors in business think of him; find out if he has ever had any fires of suspicious nature; find out whether it is his custom to make any unjust claims against the house that he deals with; inquire whether he has any other interest, or whether he endorses for people generally. In fact, there must be a thorough investigation made into all the affairs that he lists as well as many things that he does not list.

It is the custom to-day in business houses to find out how a dealer stands with the other concerns he is buying goods from, and to get trade expressions upon the man who is asking for credit. This trade expression will tell us how he pays—whether prompt or slow; how much he is owing; whether it is past due or not; whether it is necessary to make drafts or not in collecting, or whether it has been necessary to employ an attorney in collecting his accounts. These trade reports are considered as being one of the very best methods of determining a man's credit, as it gives the actual experience that other people have had with him.

Then, in summing up, we like to know a man's age; whether married or single; his habits;

personal character; his moral standing in his community; and, above all, to know whether he is an honest man or not, as business houses to-day esteem honesty and integrity above all things that could be mentioned in establishing a man's credit. A man may have a very little money or ready cash. It may be that he does not possess any holdings of land and that he rents the buildings he is doing business in, but if he has honor and integrity his credit is most likely to be established.

Another thing that is very apt to affect a man's credit is the dividing up of his assets; his getting his finances in too many points; the establishing of branch houses; and it is thought that a man had best put all of his eggs in one basket and then watch that basket most carefully. It would be also to the dealer's advantage to make up on or immediately after the first of January in each year a complete statement of his business affairs, and furnish this, unasked for, to all of the houses he does business with, and to his own banks; also to furnish this statement to the mercantile agencies.

Many dealers cannot understand why they have a poor rating, when the fault is all their own, as they have turned down the representative of these agencies, have refused absolutely to make any statement whatever to the representative, and he has been compelled to gather up from all sources, good or bad, what may be found out about him in the community, and from this make up as best he can a statement that may or may not fit the case; but it is the best he can do, and he must furnish to his house some sort of a statement, either in this way or one furnished by the dealer.

Many houses, manufacturers and jobbers, carry to-day a credit insurance by purchasing a bond indemnifying them against losses in their credits. It is the custom of these credit companies to furnish in their bond a stipulation as to how far you can go in extending credits, and you will see by the chart on the blackboard I have prepared what is considered

the safe limit to go in extending credits. You will notice that usually it is considered bad policy and absolutely prohibitive to go below the second grade of credit in any case. Now, the amount of money or assets may be entirely satisfactory, but if the letter indicating credit is in the third or fourth column, then credit invariably should be denied the man asking for same, as there is something there in his personal habits, morals, methods of doing business or something of this sort that would be considered unsafe.

It would be interesting to have you look into this matter of credit from your own standpoint. Examine yourselves and see if you come within or without the lines that are thus established and resolve that when your next business year closes that these things will be remedied.

Any house that you do business with would be very glad indeed to help you make up such a statement and to furnish same to the commercial agencies in order that your credit might be of an established nature. In this connection it would be interesting to know that it is along the lines drawn above that credit is either given or withheld from many men.

MONEY NOT EVERYTHING.

It has been my duty in several cases to decline credit to firms that were worth in money all that could be desired and yet which from other reasons would not be considered as being worth credit for even 30 days. I recall one instance where a firm were worth over \$75,000, and who were so mean in their dealings and so unsatisfactory in their settlements that they were told that their business was no longer desired, that it cost too much to keep them satisfied, that their complaints and deductions were unjustifiable, and that we would rather do without their business entirely than to accede to these unjust claims. Others of similar nature might be mentioned, but one will suffice for the illustration.

It might be interesting for you to know in this connection that there will come up before your association this week for discussion certain recommendations made by the National Federation

of Implement and Vehicle Dealers' Associations, who held their meeting in Chicago in October, and which has a great bearing upon this matter. Among the items of complaints by the manufacturer, and which dealers are more or less guilty of and which affects their credit, is the taking of the cash discount entirely too long after the discount dates; claiming too great an amount of unjustifiable free repairs; arbitrary cancellation of orders; too many local checks sent out, and again, too many failures to act upon or acknowledge important letters. Now, all of these things have to do with a man's credit to a greater or lesser extent. It might also be interesting to have you to know something as to why men fail in business.

It seems that in 1910, 82 per cent. of the failures were due to the faults of those failing, and the eight leading causes that are attributed are as follows: First, incompetency; second, inexperience; third, lack of capital; fourth, unwise granting of credits; fifth, speculation; sixth, neglect of business; seventh, personal extravagance; and eighth, fraudulent disposition of property.

Now, you will notice that practically none of these failures are due to disasters, such as storms, fires and things beyond the dealer's control, and all of these faults are those which could and should be controlled by the dealer.

Now, 18 per cent. of the total failures was due to the fault of others. That is, faults for which the man who failed was in no wise responsible. For instance, first of these is specific conditions, such as disasters, fires, etc.; second, the failure of others; and third, competition, which was so strong from outside sources that it could not be withstood.

It might also be interesting to know that the causes for failure for incompetency and inexperience have increased largely during the past two or three years. It appears that more men are in business to-day who should not be in business than in any other period of our country. On the other hand, this failing from lack of capital has decreased, and there are not so many people failing to-day from lack of capital as there were in former years. A comparative number, however, fail from speculation, because most of them are covered by the three great items of incompetency, inexperience and lack of capital.

TOWNSLEY'S LIGHTNING ARRESTER SYSTEM

Endorsed by Manitoba Fire Commissioner.

We Want Dealers in All Unallotted Territory.

**Canadian Lightning Arrester
and Electric Co., Ltd.**

199 Main St.

Winnipeg, Man.

Dowagiac Drills & Seeders
Are the Leaders.

THESE ARE MANY REASONS WHY MANY ARE THERE

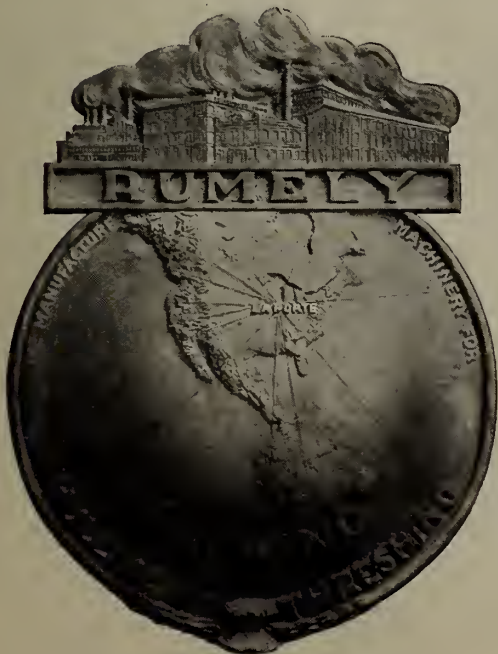
ASK US NOW DOWAGIAC MANUFACTURING CO. DOWAGIAC, MICH. YOU SHOULD KNOW.



THE GAAR-SCOTT LINE



THE ADVANCE LINE



THE RUMELY LINE

To SERVE YOU BETTER

Three Vast Service-Rendering Organizations Have Been Knitted into One—

To give Universal Service—
To reduce the Selling Expense—

THE SIGN OF THE



Three Enormous Manufacturing Plants Have Been Joined for the Building of Power Machinery that will make the Farm Pay Better—

To make possible Quantity Production of Quality Products—

FOR YOUR BENEFIT.

M. Rumely Co.

CAPITAL, \$22,000,000.

Third Largest Manufacturer in the World of Agricultural Implements.

1412 Rose Street

REGINA, SASK.

Winnipeg, Man.

Calgary, Alta.

Saskatoon, Sask.

Brandon, Man.

Recent Canadian Patents

Especially arranged and compiled by G. S. Roxburgh, of Fetherstonhaugh & Co.,
patent barristers, Winnipeg.

(See opposite page for Designs.)

133519—Lars. M. Anderson, Crookston, Minn. The object of the invention is to provide an improved fanning mill for cleaning grain and it consists essentially in a frame carrying an upper shoe and a gang of sieves mounted in the shoe, there being a shoe oppositely inclined to the upper shoe and provided with a sieve. The upper shoe has a bottom plate arranged at a greater degree of inclination than the upper shoe and sieves and is adapted to deliver the grain upon the sieve to the lower shoe. A fan is supplied having a trunk with its mouth beneath and near the discharge end of the above mentioned inclined bottom.

133543—F. J. Andrews, Holden, Alta. The invention relates to a cowl for smoke stacks and it comprises an outside supporting member located near the top of the stack and presenting a toothed ring plate which entirely surrounds the stack, a semi-circular cowl detachably carried by the toothed plate, a toothed member co-acting with the said toothed plate, whereby the toothed plate can be shifted, and means for holding the ring plate in a predetermined set position.

133565—A. D. Hallett, Vancouver, B. C. The object of this invention is to provide a self propelled motor sleigh which can be controlled readily by the driver. A body is fitted with runners and a pair of chained tractors arranged on opposite sides of the body. Means are provided for driving the tractors and for shifting the direction of rotation and also for independently changing the relation of the tractor wheels on the opposite sides of the body with that body.

133572—H. A. Howard, Lloydminster, Sask. The invention relates to a traction vehicle in which a body is mounted forwardly on a sleigh and rearwardly on a belt mounted on sprocket wheels, of approximately the same width as the sleigh. Means are employed for steering the sleigh and for rotating the belt and also for preventing the under side of the belt from collapsing and rolling over the ground.

133573—H. A. Howard, Lloydminster, Sask. The object of this invention is to provide a driving mechanism for traction engines and it comprises the combination with a driving shaft and a driven shaft, a ratchet toothed wheel connected to the driven shaft, a vibratory lever having a driving dog co-operating with said ratchet toothed wheel, a rack head having an arm pivotted to said lever and provided in its outer face with laterally spaced racks, a pinion on said driving shaft, and means for shifting the rack head to alternately engage the rack thereof with the pinion.

133580—H. E. M. Kensit, Calgary, Alta. The invention relates to a combination dish and plate rack and the object of the invention is to supply an improved rack which can be conveniently secured to a wall or such like support and which will hold dishes and plates on their edge thereby allowing a considerable number of articles to be held in a small space. Hooks are supplied for supporting cups and other such articles.

133613—W. Sawyer, Armstrong, B. C. The invention relates to a weight mechanism for sashes, etc., and the object

of the invention is to provide a device for adjustably sustaining a window sash. Two sheaves are mounted on a window frame one above the other and two further sheaves are fitted on the sash. A flexible cord is secured at one end to the sash and passes successively over the upper sheave on the frame to the lower sheave on the sash, the upper sheave on the sash and the lower sheave on the frame to a point of connection with the sash.

133614—J. Schwab, Winnipeg. The object of this invention is to provide a support for garments such as skirts and it comprises a belt supplied with a series of inclined slots adapted to receive buttons, studs or such like devices carried by the garment to be supported. The shifting of the belt causes the button or such like to be caught in the slots.

133624—H. W. Johnson, Brandon, Man. This invention relates to an improved means for connecting gang plows to a frame and the object of the invention is to provide a means for adjustably connecting sets of gang plows to a frame, each set being independently controlled and it consists in pivotally connecting sets of draw bars to draw beams secured to the frame. The plow beams carry plows and each pair are supplied with a pivotted lever carrying a ground wheel located between the plows.

133693—A. Cox, Millside, B. C. The invention relates to a reel for tightening wires and it comprises a cylindrical reel having substantially rectangular side flanges, the sides of the angles being respectively convex and concave in the direction of tightening rotation. Any suitable means is used for securing the wire to the reel and for rotating the reel.

133694—W. Crawford, Erinview, Man. The object of the invention is to provide a spark arrester which will effectually prevent live sparks from passing up a stack and this is accomplished by supporting in the stack a hood over which a series of deflecting plates are arranged the deflecting plates being supplied with adjustable aprons or dampers moved to suit the draft required.

133702—A. Dunn, Fernie, B. C. The object of this invention is to provide an improved stove and it comprises an outer casing containing an inner casing, the casings presenting between them an annular smoke chamber. A plurality of draft flues is arranged in the smoke chamber which flues open to the top and the bottom of the stove. The base of the stove is supplied with an air chamber into which draft flues open. A suitable outlet pipe passes from the annular chamber and means are employed for controlling the draft in the air chamber.

133740—G. H. Murrin, Crossfield, Alta. The invention relates to a building block and it consists in a block rectangular shaped, and a dove-tailed groove extending longitudinally of the upper joint face, a recess centrally disposed in said groove for the reception of a plastic filling, a dovetail flange extending longitudinally in the under face of said block, a groove extending vertically of one end face of said block and a tongue extending vertically on the opposite end face of said block and only part way of the depth of said groove on the opposite end face.

133751—W. Ralph, Vancouver, B. C. The object of this invention is to provide an improved stove ventilator and this is accomplished by forming a passage between the back of the stove and the draft flue, the bottom of the passage being aligned with the hot plate of the stove. An open hood telescopes within the passage and is arranged to slide out over the hot plate of the stove.

133753—W. J. Robinson, Brandon, Man. This invention relates to a ground anchor and it comprises a metallic plate having the ends thereof rounded and the body portion thereof bent and on the sides of which are two hooks receiving supporting wires on the opposite sides of the scoop, which wires are bent and twisted together to a suitable height and terminate in a loop at the top.

133758—J. Schwab, Winnipeg, Man. This invention relates to an improved heating system for boilers and the object of the invention is to supply a means for causing the products of combustion to pass both backwardly and forwardly both beneath the boiler and backwardly and upwardly through the tubes of the boiler.

133864—D. I. Cheley, Carnduff, Sask. This invention relates to a disc harrow and the object of the invention is to provide a plurality of discs shiftable in respect to a frame, the frame being yieldingly connected to a draft vehicle. It is accomplished by pivotally connecting a disc carrying shaft to one side of a triangular frame and adjustably fastening the other end of the shaft to the other side of the frame by the shiftable bar.

133872—W. P. Dawson, Kamloops, B. C. This invention relates to a stanchion and it comprises a frame structure having opposite side sections in which guide bars are horizontally mounted. Horizontally disposed supporting bars are slidably connected to the guide bars and carry slidably a yoked frame, the yoked frame and the supporting bars slidably supporting a curtain. The yoked frame is also supplied with extendible sections.

133920—G. H. Murrin, Crossfield, Alta. The invention has for its object the construction of an improved tiling and it comprises a tile having a cross groove formed in the upper side thereof adjacent to the top, a felt filling embedded in the grooves and ridges formed on the under side adjacent to the lower end thereof, the ridges of one tile being designed to fit into the groove of an adjoining tile.

133933—A. Poncelet, Swift Current, Sask. The invention relates to a flue beading device and the object of the invention is to provide a tool whereby the ends of flues can be quickly and effectually beaded and it comprises a shank having a tapered screw threaded end and a handle, and an intermediate threaded enlargement, a head rotatably and slidably mounted on the shank and adjoining the enlargement, such head carrying rollers or bead-ers, means for rotating the head and for advancing the same on the shank when beading, and releasable means for securing the threaded end of the shank within the tube.

133954—J. G. Stewart, Winnipeg, Man. The object of the invention is to provide a device which will receive sheaves

from a binder deck, elevate them, subsequently rotate them and deposit them into a basket and finally deposit them in the form of a shock on the ground. It consists essentially in a shock forming basket adjoining the deck of a binder, a rotating shaft, a receiving and expelling box interposed between the basket and the deck, and means for controlling the movement of the box and the basket. Suitable means are also supplied for passing the sheaves from the deck into the bottom of the box at suitable intervals, the box being afterwards rotated to raise the sheaf so that it can slide directly into the basket.

133996—H. J. Bennett, Brandon, Man. The invention relates to an improved manner of driving mechanism for a pump, and the object of the invention being to supply a platform carrying a controlled drive means which can be readily attached to any pump to operate the same. It comprises a platform carrying an engine and having the front or forward end thereof cut away to span the base of a pump. A counter shaft mounted on the front end of the engine, a train of gears interposed between the engine and the counter shaft for driving the same, cranks located at the ends of the counter shafts and links adjustably connected to the cranks and designed to be connected to the pump rod.

134029—T. Niven, Lethbridge, Alta. This invention relates to a lubricating cup and the object of the invention is to provide an inexpensive, durable and efficient device of this class which can be quickly fitted to the part to be lubricated. It consists essentially in a casing member adjustable to the part to be lubricated, a spring actuated piston in the casing member adapted to feed the lubricant and an actuating locking member carried by the piston, this latter member allowing the piston to lock in the upper face and also serving as a means for indicating the amount of lubricant in the casing.

134073—B. J. Hemeon, Medicine Hat, Alta. The invention relates to a display case particularly useful in grocery and other such like stores and the object of the invention is to supply a case in which the material to be sold can be withdrawn directly by the rotation of the case and the opening of a gate, the parts being arranged also so that the display case can at all times be readily filled, there being normally closed emptying openings arranged around the circumference of the drum and concentrically arranged openings located in the face of the drum at the centre. A stationary plate is supplied with a single opening adjoining the centre opening in the drum which allows material to flow from one or other of the compartments when the central opening of said compartment registers with the opening in the stationary plate.

134114—G. A. Rockola, Birtle, Man. This invention relates to a pump and the object of the invention is to provide an improved force pump provided with means which renders it unnecessary to prime the pump from time to time. It consists essentially in a supporting casting having an outlet and an inlet duct therein, an outer cylinder carried by the casing and having an opening engaging with the outlet duct, an inner cylinder within the latter cylinder, a valve adjoining the inlet duct, a reciprocating plunger rod, and plungers on the rod operating in the respective cylinders.

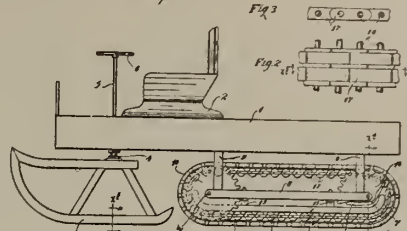
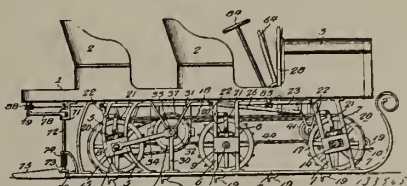
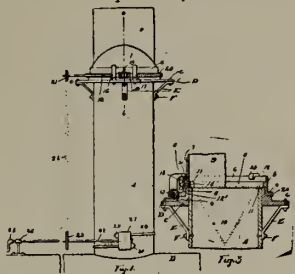
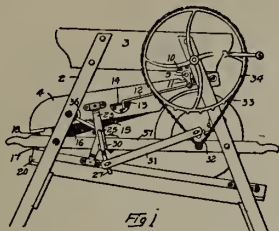
RECENT CANADIAN PATENTS COMPILED BY G. S. ROXBURGH, OF FEATHERSTONEHAUGH & CO., WINNIPEG.

No. 133,519. Fanning Mill. No. 133,543. Cowl for Smoke Stacks.

Capuchon pour cheminée

No. 133,565. Motor Sleigh. Auto-traineau.

No. 133,572. Traction Vehicle. Véhicule de trac

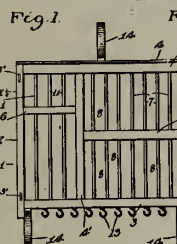
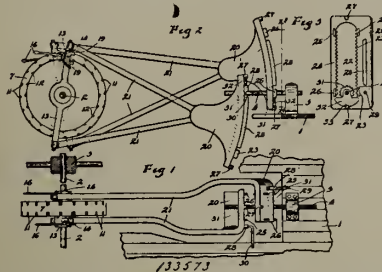


No. 133,573. Driving Mechanism for Traction Engines.

Mécanisme de commande de machine à traction.

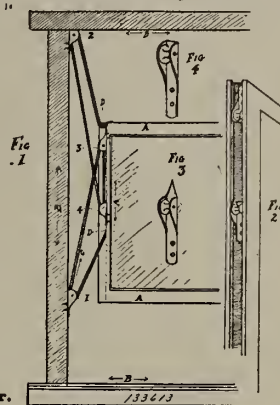
No. 133,580. Dish and Plate Rack.

Ratelier à vaisselle

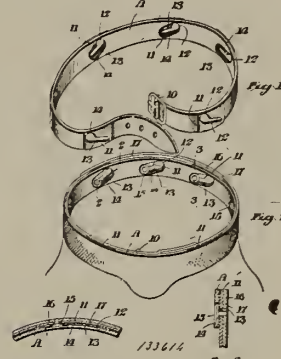


No. 133,613. Weight Mechanism for Sashes, Etc.

Mécanisme des pesées de châssis, etc.



No. 133,614. Garment Support.

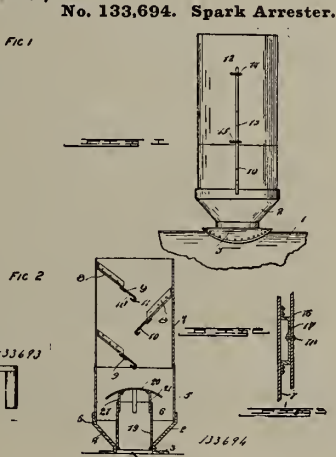
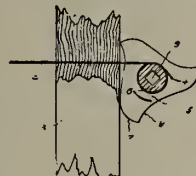
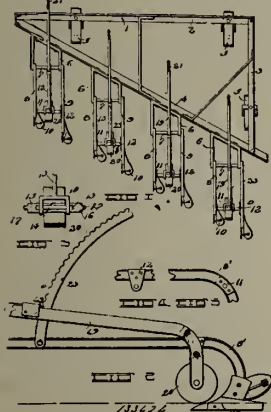


No. 133,624. Gang Plough.

No. 133,693. Wire Tightening Reel.

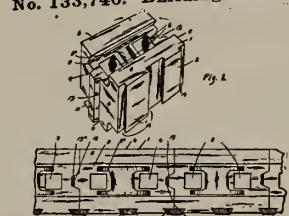
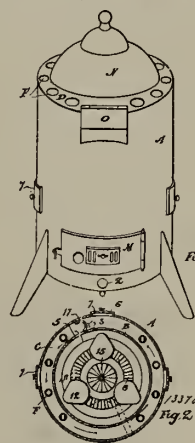
Dévidoir à tendre le fil

No. 133,694. Spark Arrester.

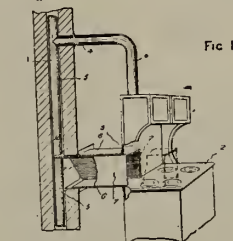


No. 133,702. Stove.

No. 133,740. Building Block.



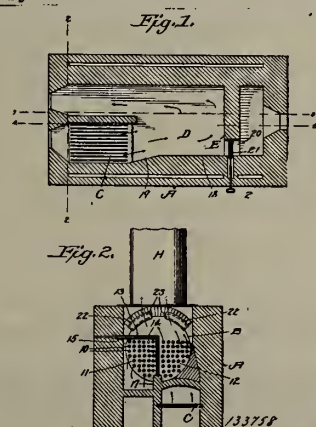
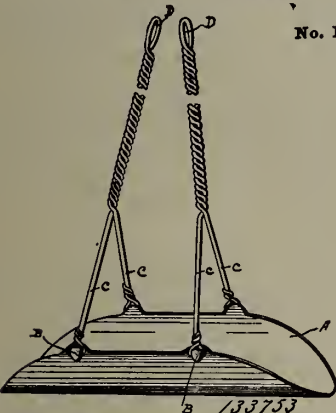
No. 133,751. Stove Ventilator



No. 133,753. Ground Anchor.

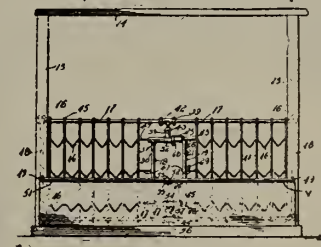
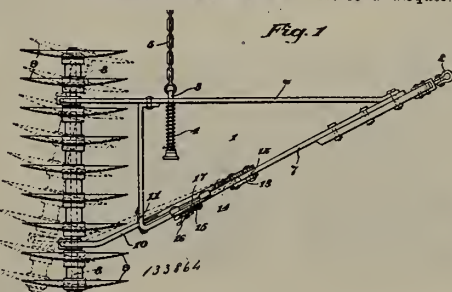
No. 133,758. Single Boiler Heating System.

Système de chauffage à chaudière simple.

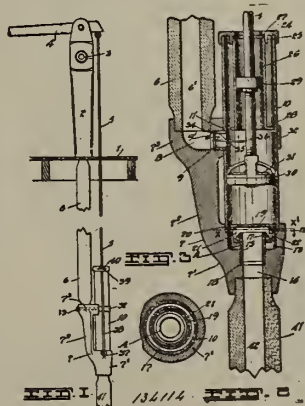


No. 133,864. Disk Harrow. Herse à disques.

No. 133,872. Stanchion. Etaiçon.



No. 134,114. Pump. Pompe.

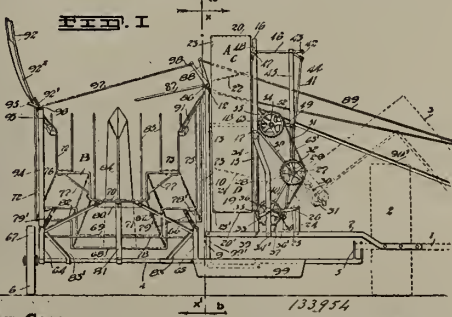
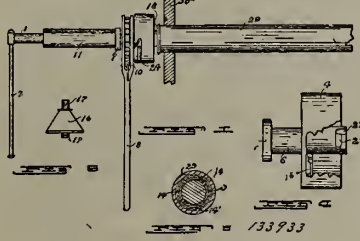
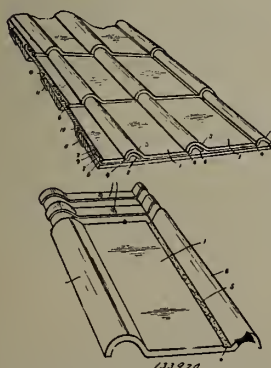


No. 133,920. Roof Tiling, Etc

No. 133,933. Flue Beading Device.

Dispositif à bécoter

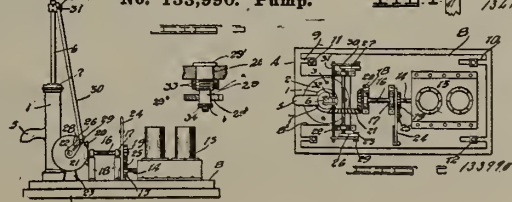
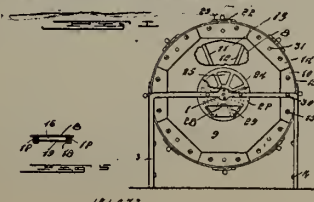
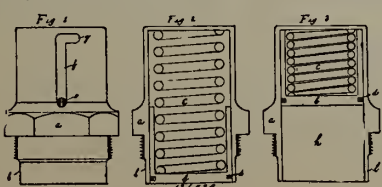
No. 133,954. Shocking Machine. Engerbeuse.



No. 134,029. Lubricating Cup. Godet à graisser.

No. 134,073. Display Case

No. 133,990. Pump.



Calgary.

The annual meeting and election of officers of the Alberta Wholesale Implement & Carriage Dealers' Association will be held in Calgary on Saturday evening, Jan. 6th. Full particulars, including new list of officers for 1912, will appear in next issue.

Thos. Bellamy, the well known implement and automobile dealer of Edmonton, spent several days in Calgary recently on business and pleasure.

The new addition to the John Deere Plow Co.'s warehouse on 10th Avenue and 1st Street East is now rapidly nearing completion and the Company expects to occupy it before the end of January. Several delays occurred from lack of material and owing to inclement weather, which prevented the Company occupying the building as soon as they had

expected. Their building now presents a splendid appearance, and gives them one of the best implement warehouses in the West and in a splendid location, near the centre of the city.

W. E. Hall, of the Cockshutt Plow Co., spent a few days in Winnipeg the beginning of the New Year.

Alex. J. Irving, who for several years has been in charge of Lethbridge block for Massey-Harris Co., severed his connection with that company to become the general secretary of the Lethbridge Y.M.C.A. It was with mutual regret that his services with the Company were terminated as he was highly thought of by the Company and their agents, but he felt that he could do good work for the Y.M.C.A., hence his resignation. Mr. Irvine is eminently fitted personally for his new position and his friends and associates in the implement business wish him every success in his new sphere.

One of the best known men in the implement business in Western Canada, in the person of J. A. Latimer, manager of the Alberta branch of the Cockshutt Plow Co., is about to sever his connection with the trade and take an active interest in the land

and insurance business of the well known firm of Latimer & Botterill, of Red Deer and Calgary. Mr. Latimer has been a partner in this firm since its inception, but the business has been in the full charge of Mr. Botterill until now it has grown to such an extent that it is necessary the partners devote their undivided attention to it.

Mr. Latimer is, as already stated, one of the oldest implement men in the West, having been twenty-seven years in the machine business, commencing at Winnipeg in 1883 for John Elliott & Son, of London, Ont. He was with that firm for seven years, after which he spent a couple of seasons at the coast, going back to Winnipeg to take a position with the McCormick Harvesting Co., with whom he stayed three years. He left that Company to take charge of the shipping department of the Cockshutt Plow Co., at Winnipeg, and has been with this concern ever since, being a period of seventeen years, and has worked his way through the various departments until two years ago when the Calgary office was opened as a separate branch he was appointed manager, holding that position until the present time. Mr. Latimer came to Alberta eleven years ago, first going to Red Deer, where the first transfer warehouse of the Cockshutt Plow Co. for Alberta was located. He travelled out of that place, opening agencies at various points in Alberta and British Columbia, and in 1902 took into partnership W. J. Botterill, who took charge of the transfer and retail business at Red Deer. Mr. Latimer then devoted his entire attention to the road. He removed to Calgary in 1904 when the first warehouse of the Company

was built there, Calgary then being made the chief distributing point for Alberta and British Columbia, the firm of Latimer & Botterill also having a Calgary branch had charge of the local trade there. The business grew rapidly until the Cockshutt Plow Co. took charge of their retail business themselves, and in 1909 at the time when the Cockshutt Plow Co. and the Frost & Wood Co. joined forces for the West, Calgary was made an independent branch under the charge of Mr. Latimer as manager.

Mr. Latimer has a very large circle of business and personal friends who will be very sorry to see him sever his connection with the implement trade, but they all wish him every success in the business he has decided to take up.

W. E. Hall, formerly general agent for Alberta and British Columbia for the Frost & Wood Co., and who has been assistant manager here since 1909 when the two companies joined forces, has been appointed acting manager, pending confirmation by the directors at Brantford.

A banquet was tendered Mr. Latimer at the Empire Hotel on Saturday evening, Dec. 30, when the entire Alberta staff of the Cockshutt Plow Co., including all the departments, took the occasion to present him with a very fine large leather easy chair, accompanying it with an address and expressions of good wishes, all the office staff and most of the travellers being present.

Enormous Gas Engine

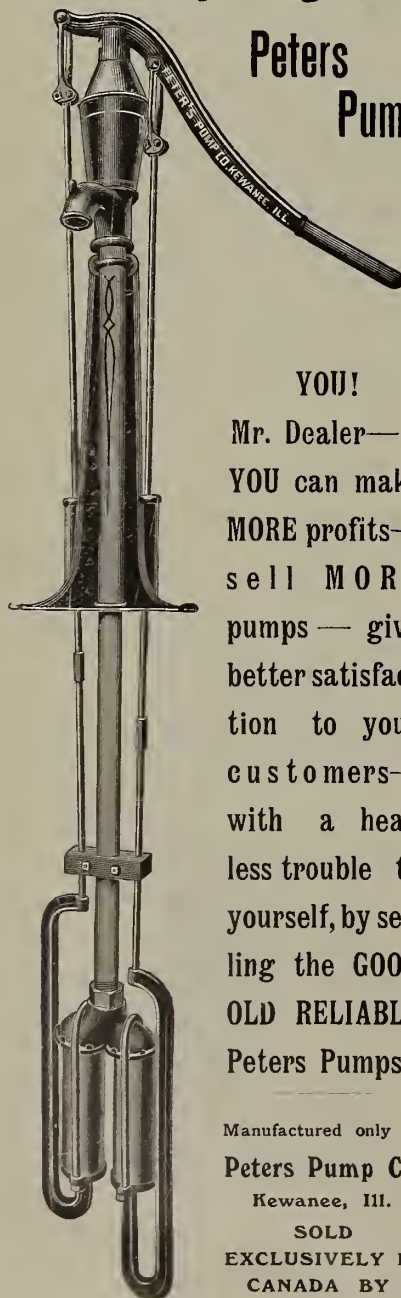
A gas engine of 1350 b.h.p. is being built by a British firm for continuous operation of an electric light plant. It is claimed that for economy of operation it will rival the best steam engines of similar power.

Special methods have been adopted in the building up of the cylinders to eliminate any stress set up in the metal either in the casting or owing to temperature changes in operation. Any tendency to cross bending is avoided by connecting the cylinders and frames by bored and turned joints, to secure perfect alignment.

The engine is of the horizontal, double-acting type, with tandem cylinders, and operates on the four-cycle principle. It weighs about 180 tons, and the flywheel about 56 tons. The two cylinders have a diameter of 37.4 in., the stroke being 43.3 in. The speed is 105 revolutions per minute.

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

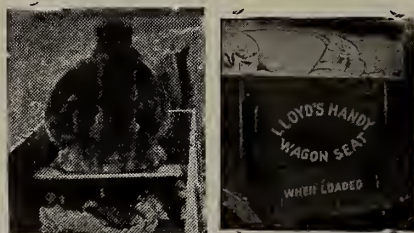
Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.
WRITE TO-DAY FOR CATALOGUE

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S

Handy Low-Down Suspension
Spring Wagon Seat.

The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this specialty a profitable side
line. It appeals
strongly to the farmer
on account of its
comfort. It is an
easy seller and makes
a wagon ride easier
than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

FACORIES: ST. LOUIS, NEW YORK.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

The Implements to Use and Why.

By J. H. Grisdale, Dominion Agriculturist.

The following excerpt is taken from the report of the Select Standing Committee on Agriculture and Colonization, just published. Mr. Grisdale entitled his address to the committee, "Rotation and Soil Cultivation;" and, after dealing with such subjects as treatment of soils, moisture control, rotation, etc., he discussed a few of the implements used in cultural operations. Dealers should find his remarks interesting and useful.

HARROWS AND CULTIVATORS.

A great many farmers make the mistake of using unsuitable harrows, or using harrows which greatly increase the expense of the operation. For instance, in many parts of Canada a spring tooth harrow is very commonly used for getting sod land ready for grain, whereas no worse implement could be found or devised for this purpose. One might think that all the powers of evil had been working to devise such an instrument for such a purpose. It does more to root up the soil, to leave it in bad condition for sowing, it does more to cause the farmer to leave his field badly prepared or

half prepared for seeding, or in bad shape after seeding than any other method or instrument that I have ever seen in use. It is an exceedingly objectionable implement, yet I regret to say there are very many in use in Canada to-day. We could, and we should—and I am glad to say we gradually are—substituting disc harrows in place of these objectionable spring toothed instruments of soil torture now in use. The best form of disc, in my opinion, is the double cut-away. This instrument has done a great deal to cheapen the cost of preparing the land and to improve the condition of it.

A cultivator is an instrument we use as a rule when the land is in roots or corn to free it from weeds, or it could be used to rip up an unplowed sod field. It is an instrument for ripping up rather than preparing the land for grain. The spring tooth harrow is very commonly used to prepare sod land for seeding after it has been plowed. It has the effect of filling up some of the interstices in the plowed land. It also, however, rips up the sod and gives the land an exceedingly bad appearance at the same time as it leaves it in

bad shape for crop production. In getting land ready for seeding one absolute requirement is that the land shall be firm, that there shall be no open spaces anywhere below the surface. The spring tooth harrow—not the spring tooth cultivator, because you would not use that implement under such conditions—has the effect of making the subsoil full of openings, and should droughty weather come on shortly after the seeding is performed the man who has used such a harrow is sure to experience very considerable loss from poor crop returns.

For sod, the best harrow is the disc harrow. You should roll the land, then disc, then roll again and disc again. That is the best preparation for sod land, no matter what the crop to be sown. The use of the roller between the cuttings of the disc harrow is a practice we have found profitable and advantageous in the getting of land cheaply and quickly into condition for seeding. The roller packs the sod and holds it in place, the disc harrow cuts and pulverizes the soil and fills in all interstices in the plowed land. After you have got the soil

packed down well and a good surface, then the spike toothed harrow is the proper treatment.

SEEDERS.

I would not recommend a broad cast seeder. They are a source of loss and a means of increasing the cost of crop production, because they sow unevenly, and when I say unevenly I mean that some of the seed is likely, in fact certain, to be buried deep in the soil, some less deeply, some with but a very light covering indeed, and more or less of the grain is sure to be left exposed. In this way from 10 to 50 per cent. of the seed is likely to be lost and there is a danger of the crop that does grow being of lower quality or grade than would have been the case had a drill seeder been used. When sown right on the sod the seed very often slips between the furrows. If the land be then worked down that seed is lost entirely. Then some is lost on the surface, not being covered at all, some is buried deeply, although not so deeply as to prevent growth, and some buried but slightly comes up quickly. Thus, one gets an uneven growth right on through the growing season. One loses

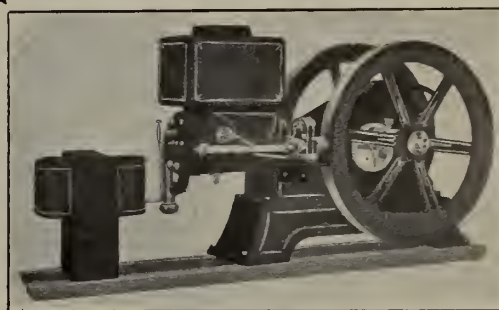
Gasoline Engines at Prices that get and hold the Business

Are you satisfied with the gasoline engine business you are doing? Can you compete with your opposition and mail order houses? If not, write us, we are looking for ONE live agent in your town to handle the "BIG CHIEF." You can make more money by selling this engine than any line you handle. It is so perfect in construction, simple and easy to operate, that experting is unnecessary.

The **BIG CHIEF** is made in sizes 1½—2½—4½—6—8—12½ h.p. All guaranteed for five years.

Don't let this opportunity pass. Write at once for our agency proposition, it will open your eyes, and put you in a position to compete with any opposition on either prices or goods.

We are going to do extensive advertising for the **BIG CHIEF** engine, and want to refer all enquiries to our agents. We sell to consumers only at retail prices. By getting our contract, commission will be paid to you on all sales in your territory, and all enquiries from your district will be referred to you.



2½ h.p. BIG CHIEF

During Bonspiel, see the **BIG CHIEF** Engine in operation.

Who is to get this agency, you or your competitor?

Distributors for the Canadian West:

Harmer Implement Co.
182 Princess Street, WINNIPEG

Manufactured by
The Waterloo Foundry Co.,
WATERLOO, IOWA. U. S. A.

a lot of seed and gets bad results. The broadcast horse seeder is, therefore, I say, an implement that should not be used in Canada. I am glad to say it is not used very extensively west of here, but east of here it is still much in evidence.

Many farmers seed both ways. They seed one way with a lighter crop and then reverse the seeder and seed it the other way. That would be the ideal way to sow grain, but it doubles the cost.

It is the way we sow all our grass seed, even though it does cost more, but we find it very profitable. As to sowing grain that way, I have not considered that it would be worth the extra labor required. We sow our seed very cheaply. We use large implements at the farm and we sowed our grain last year for 15 cents an acre. Adding 15 cents more by sowing it twice would, I think, be a loss. I may say we have been able to get good results by not sowing before the land was thoroughly prepared. That is the important point.

HARROWING WARMS THE SOIL.

Land left undisturbed for any length of time forms a kind of crust or firm layer on the surface, as you will observe. Such a crust forms very quickly after a rain. Moisture comes up through the pores or small opening in this crust and evaporates. Now, to change a pound of water from water to steam or gas demands an enormous amount of heat. I am not in a position to say how much exactly, but probably enough to change the temperature of a square foot of earth three inches deep as much as 15 or 20 deg. It takes an enormous amount of heat to change the water in the soil to vapor, and the necessary heat comes in large part from the soil. As soon as you stop evaporation you prevent the loss of heat and thus give the soil a chance to warm up under the sun's rays. Another reason is that you blacken the soil, thereby

causing it to absorb the heat rays of the sun more freely.

THE ROLLER.

Now, as to rolling. The roller is an implement much misused in Canada. One use which might be made of it is in the preparation of the soil for seeding. I can hardly recall seeing a farmer in all these eastern parts using his roller in preparing his soil for seed. Nevertheless that is the best place to use it. It is in this connection that its use will be found most profitable and most effective. After the seed is sown, whether it should be used or not will depend upon the character of the land and the weather conditions. In very damp seasons it would be inadvisable to use it. In dry seasons using the roller after seeding, then following with a light harrow again is the ideal treatment. Where seeding to grass with the grain crop, it is usually necessary to roll in order to get the small grass seeds covered. To bring moisture from the subsoil to the small grass seeds near the surface, that these same seeds may be under conditions suitable for plant growth, rolling is necessary, and it is then seldom advisable to harrow after rolling. A subsequent harrowing with a light harrow might not do much harm when weather conditions were right. Where the soil is very light passing twice or three times with the roller after seeding has been found to be advantageous. Especially is this plan advisable in the case of black muck soil. I know of no treatment of black muck which will ensure as good results as rolling once before seeding and two or three times after seeding. There seems to be a lack of moisture near the surface in the case of black mucks. Repeated rolling compacts the surface soil and induces moisture to ascend to within a short distance of the surface, a very necessary condition. Under average weather conditions in Eastern Canada such a treatment is very necessary to

get grass seed to catch, and grass or hay is about the most profitable crop to grow on such soils.

THE SOIL PACKER.

In the west and in some places in the east we have another implement similar to the roller in its action on the soil—the soil packer. It is of various forms: the sub-soil packer, the surface packer, and the combination packer. These three are all on the market, and I am not prepared to say which is best. We have a combination machine which we have found exceedingly valuable, especially in the preparation of corn land. Getting the land ready for corn is a difficult operation in the spring. It is, however, an operation which it is exceedingly important should be well done, and the packer we find of great value in this connection. It is an expensive implement at present, but probably the price will be reduced when the machine is better known and is more commonly used.

Alberta Commercial Travellers' Association.

A meeting was held in Calgary recently, composed of nearly 100 members of the travelling staffs of wholesale houses in Alberta, for the purpose of organizing a Commercial Travellers' Association for that province.

This movement has been in contemplation for some months, a charter was granted at the last session of the Provincial Legislature, and the following wholesale centres will benefit therefrom: Calgary, Lethbridge, Medicine Hat and Edmonton.

At the close of an enthusiastic meeting the following presiding officers were elected for the initial year: President, W. G. Fowler; vice-president, S. S. Savage; second vice-president, for Edmonton, W. J. McCallum; vice-president for Lethbridge, John Horne;

secretary, D. C. Russell; treasurer, O. S. Chapin; executive committee, J. A. Latimer; W. Man-carrow, P. R. Stanley, J. A. Brookbank, J. D. McDonald, Frank Harris, Geo. Kelloway.

The implement trade is well represented in Messrs. Latimer, Chapin and Brookbank, and the localizing of the Association will tend generally to better travelling and business conditions in that province for the "knight of the grip."

The Northmen.

Charles Coleman Stoddard, in The Century.

Who wish no worlds to conquer, they
are craven men and churls,
Who cower from the north wind and
shrink them from the sun,
Who rot at home in quiet over tasks
but fit for girls,
Nor heed the wild sea crying where
white the billows run.

The spirit of our fathers that stirs our
blood to fire,
The heritage of courage, the mighty
gift of brawn
That dowered us from the cradle, they
were not meant for hire,
Or to waste in idle chafing when the
battle lot is drawn.

Who wish no worlds to conquer, let
them stay and till the fields,
Let them bend their backs in labor
while we launch upon the foam;
For the salt is in our nostrils, and the
magic that it wields
Is sweeping from the western sea to
urge us from our home.

To bask in tropic sunshine; to battle
with the storm;
The wealth of fabled islands; and dis-
tant, unknown lands,
Where the shady palm groves greet us
or glistening icebergs form;
They are beckoning and calling, and
our ships are on the sands.

Who wish no worlds to conquer they
will welcome us again,
They will glory in our conquests, and
they will wonder at our gifts.
The salt is in our nostrils, and the sea
is whipped with rain,
And our ships are slipping westward
where the breaking fog bank lifts.

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

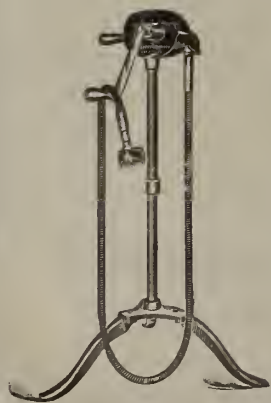
Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, **\$9.75**

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation
Chicago Flexible Shaft Company, 237 Ontario St. Chicago, Illinois



The Tractor That Does the Work

As a general thing the farmer or thresherman who goes into the market for a tractor today is a fairly well-posted man. He reads tractor literature and advertisements, he knows the record of each machine, he knows why he wants a tractor. He is likely to ask pretty straight questions.

The dealer who sells I H C tractors can answer every question that a well-posted prospect puts to him, by the direct method of asking the customer to examine the machine and see for himself.

Every advantage that enters into the making of a durable, hard-working tractor, is built into I H C tractors.

The record of the I H C tractor shows what it will do. The dealer can let his prospect see for himself why I H C tractors lead the world in records of durability, amount of work done, and low cost of operation. In short, when given a fair chance, I H C tractors sell themselves.



OLIVER PLOWS

An I H C tractor with an Oliver engine gang plow makes a record-breaking combination. It is the only combination of plow and tractor that insures an even depth of plowing on rolling land. The Oliver engine gang is flexible and follows the lay of the land.

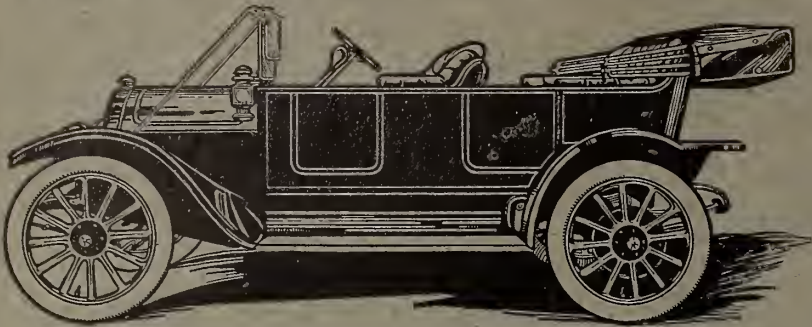
Oliver engine gangs come in four, five, and six-bottom sections which can be joined together to make any size plow. The Oliver plow dealer can give his customer just the size plow needed, from four bottoms up, without having to send special orders to the factory and without having to stock any unsalable sizes. The saving on freight rates made by shipping frames of convenient sizes is also an important item.

The International Harvester Company of America is exclusive sales agent for Oliver plows in Canada. The blockman will tell you all about the ideal combination of I H C tractors and Oliver engine gang plows, or, write the nearest branch house. Address—

INTERNATIONAL HARVESTER COMPANY OF AMERICA

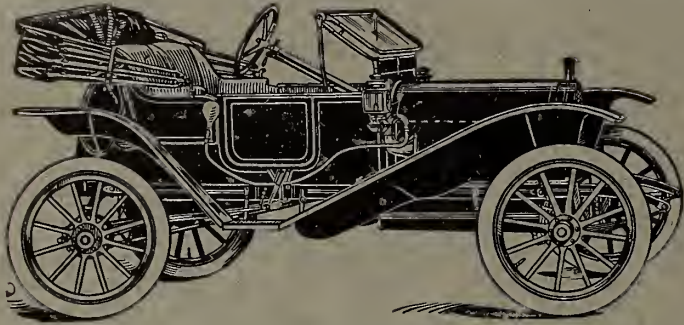
(INCORPORATED)

Brandon, Man.; Edmonton, Alta.; North Battleford, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Calgary, Alta.; Lethbridge, Alta.; Regina, Sask.; Weyburn, Sask.; Yorkton, Sask.



Reo Special \$1575 F. O. B. Winnipeg.

Equipment; Top, glass front, prestolite tank, full set of lamps, speedometer.



Huppmobile Runabout \$900 F. O. B. Winnipeg.

Equipment; Top, glass front, full set of lamps, generator.

We will gladly send you catalogues and full particulars.

JOSEPH MAW & CO. LIMITED,
WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED,

GENERAL AGENTS:

Winnipeg, Man.

Regina, Sask.

Edmonton, Alta.

Brandon, Man.

Saskatoon, Sask.

Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

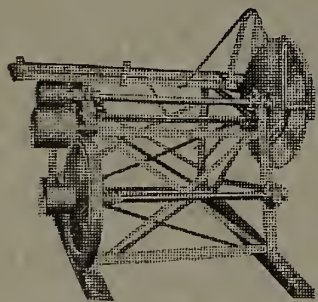
Any information desired will be furnished on request.

JOS. CORNELL,

General Manager.

Four Trade Winners

"IDEAL" FARM ENGINE.



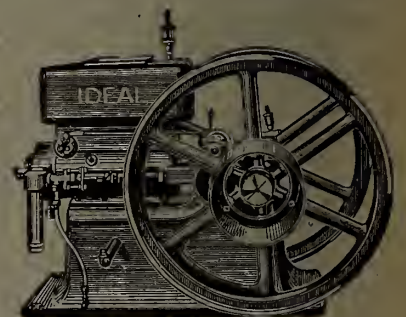
Brantford Wood Saw

Without doubt, the best saw on the market. Made for poles or cordwood. Strongly braced frame, heavy iron guard over saw blade, adjustable dustproof oil boxes, all-steel frame

A Saw You're Safe in Selling.

Maple Leaf Grinder

Our Maple Leaf Grain Grinder is the most efficient, most reasonably priced and most widely known in Canada. Has unusual strength, all wearing parts lathe-turned, hopper of large capacity, design makes it very light on power. Made in six sizes: 6, 8, 10, 11, 13 and 15 inches. **MAPLE LEAF** Grain Grinders will add to the prestige of your store.



Ideal Gasoline Engine

Imperial Windmill

This is the mill that beat the world in open competition. Abundantly strong, smooth-running, self-oiling. Severely tested before leaving factory. Its perfect gearing means perfect service and long life. The **IMPERIAL** is the greatest windmill ever designed and you can sell it as such.



Goold, Shapley & Muir Co., Ltd.

Brantford

WINNIPEG

Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 2.

WINNIPEG, CANADA, FEBRUARY, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents

Union Bank of Canada

Paid-up Capital - - \$ 4,762,000
Rest and Undivided Profits 3,591,000
Total Assets (Over) - - 57,000,000

London, England Office
51 Threadneedle Street, E.C.

A Branch of this Bank has been established in London, England, at No. 51 Threadneedle Street, E. C., where Letters of Credit and Drafts payable at all important points in Canada and the United States, can be purchased and Money Transfers arranged.

A Visitors' Room is provided for the convenience of clients of the Bank when in London, to which their mail may be addressed. Correspondence solicited.

London Branch: { F. W. ASHE, Manager.
G. M. C. HART-SMITH, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

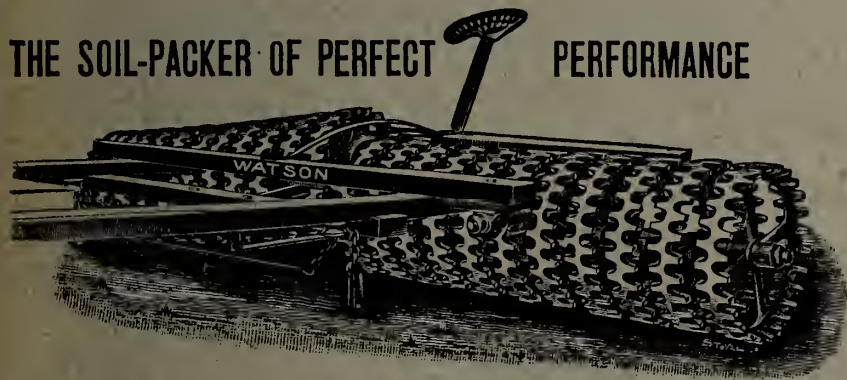


*You Owe
It to Your Customers*

Don't let your customers buy their engines on bunk from a concern many miles away which are described in an exaggerated picture book by a dreamer and pipe artist. The real engine (Stickney) with its 57 points of superiority, if on your floor, will pull this trade to you. Can we demonstrate it?

Ontario Wind Engine & Pump Co. LTD.
TORONTO - WINNIPEG - CALGARY

THE SOIL-PACKER OF PERFECT PERFORMANCE



16 Wheels for 3 horses; weight 2,100 lbs.; width 10½ ft.
22 " for 4 " " 2,800 lbs.; " 14½ ft.

The 22 wheel size is equipped with 2 poles and pulley hitch.

Sell WATSON'S Pulverizers

THEY BRING "REPEATS"

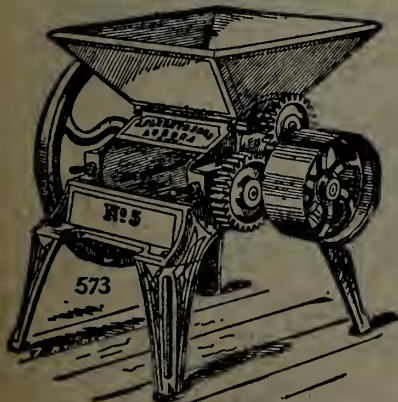
A WATSON'S Pulverizer will please the man who buys it from your store. He'll send his neighbors to investigate. They'll buy and send others. WATSON'S Pulverizer is the perfect soil packer.

VISITORS to the BONSPIEL, LOOK US UP!

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS AND HENRY STREETS, WINNIPEG

Why Waste Expensive Feed?



If you have FOUR OR MORE HORSES you are losing—Wasting — your grain if you do not crush it or roll it. A Roller Crusher may be run BY 2 or 4 or LARGER Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last YEARS without ONE CENT of expense. Can you AFFORD TO BE WITHOUT such a machine? Ask any information—pleased to have you write us.

JOHN DEERE PLOW CO. Ltd.,
Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON.

J. FLEURY'S SONS, Aurora, Ontario.

Medals and Diplomas, World's Fairs, Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG

Armstrong Cutters.



Jumper Cutters
Piano Cutters
Portland Cutters
Democrat and
Delivery Sleighs

Catalogues and Price Lists furnished on request.

No. 32 Portland Cutter

The J. B. Armstrong Mfg. Co. Limited, Guelph, Canada.

Office and Showroom: 179 Bannatyne Street, Winnipeg. Phone M 3738.

Western Stocks at Regina, Saskatoon and Calgary.

SUPERIOR HOOSIER KENTUCKY.

Superior
Disc Harrows
on wheels.

Nothing like them

Work like a charm

Send for Catalogues.

The American Seeding-Machine Co.

Incorporated

King and James Sts.

Winnipeg, Man.

Always have held first place

There is a good reason

They meet every
requirement.

GRAIN DRILLS

SAWYER-
MASSEYSAWYER-
MASSEY

The Far Sighted Dealers that secured our Contract for 1912

tell us they are already reaping results.

This clearly demonstrates and proves their good judgment.

You can make 1912 the biggest year you have ever had, if you will sell the SAWYER-MASSEY lines of Plowing and Threshing Engines, Separator and Road Machines.

The line that is steadily forging ahead.

The line that for seventy-five years, has withstood all competition.

The line that has something new added to it each year for use and of advantage to the S.-M. dealers.

The surrounding cuts show only a few of the easy selling, big money-making machines of the S.-M. line.

They are now, the Premier Threshing goods of Canada.

If to hold the SAWYER-MASSEY contract for 1912, is a good thing, write now, for what will it be when business opens up in earnest.

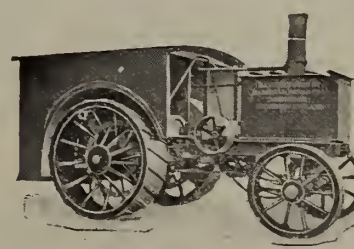
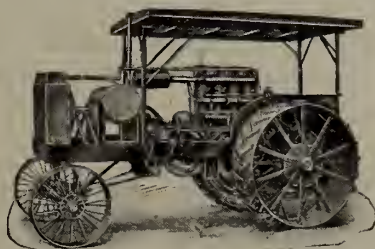
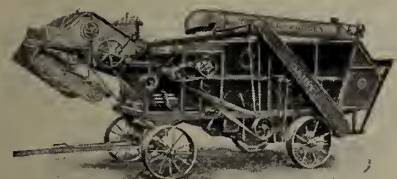
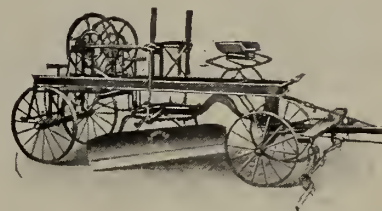
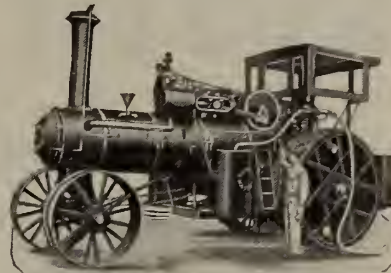
Here is your opportunity to get lined up right for 1912.

Others have already taken advantage of it.

We want you Mr. Live Implement Dealer, if you do business in Saskatchewan or Alberta to address all communication to Regina, Saskatchewan.

Sawyer-Massey Company Limited

Manitoba Branch - - - - - Winnipeg, Man.
Saskatchewan & Alberta Branch - Regina, Sask.

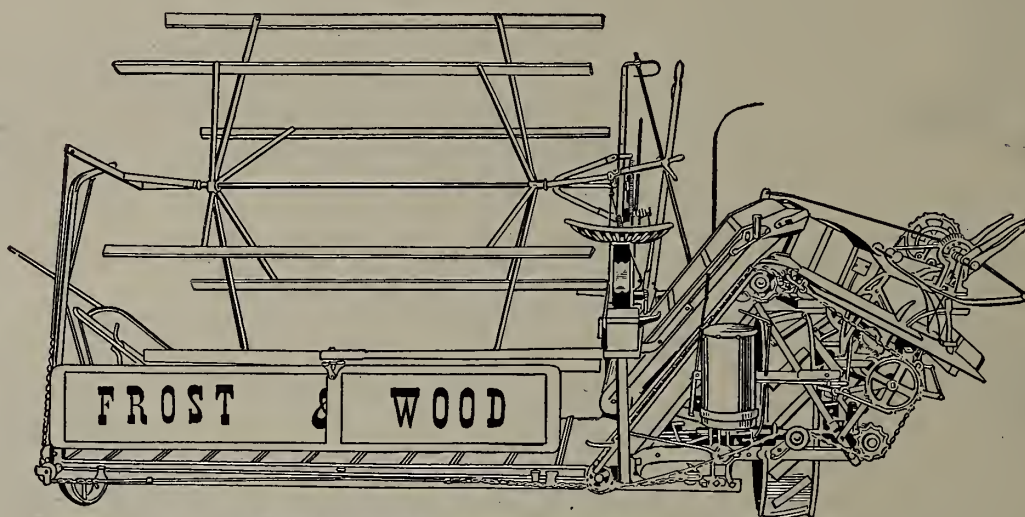
SAWYER-
MASSEYSAWYER-
MASSEY

FROST & WOOD IMPLEMENTS

are built to give maximum results with a minimum of trouble, to work without mechanical difficulties of any kind and to hold out as long as any well-made implement doing an equal amount of work.

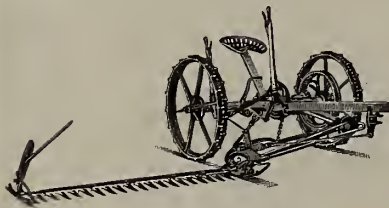
Handle these Goods—it gives customers confidence in you—
It Booms Business.

The 1912 F. & W. BINDER will have several important improvements, namely: outside reel support on all 7 ft. and 8 ft. machines, an additional lever for



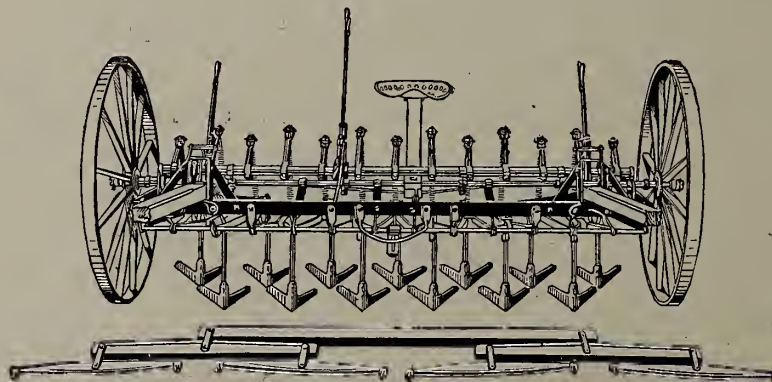
8 Foot F. & W. Binder with Outside Reel Support.

the quick adjustment of the reel, and numerous minor improvements, all of which combine to make the Binder give still better service.



F. & W. MOWER

Most durable and by reason of roller bearings lightest running mower made. Driving gears arranged on the internal gear principle. Practically no wear out on the cogs. Knives are set in cutting motion the moment drive wheel starts to revolve. Spring foot lift, conveniently placed, easily operated. Pressure on foot lever raises whole bar. Large drive wheels, stay up well and give no trouble on soft ground. A fine seller.



THE CLIMAX STIFF TOOTH CULTIVATOR.

Built to stand exceptionally hard work on summer fallow. Note the heavy Drag Bars and square Legs and the Spring Connection at the joint. By means of this the Leg will spring back and pass over a solid obstruction which would otherwise break the implement or stop the team. All levers are convenient to the operator. A perfect Weed Killer.



THE TIGER AUTOMATIC DUMP RAKE.

All steel. Solid steel axle extends the full width of the rake. As it is always turning, sagging in the middle is impossible. The action of the Foot Trip is on the centre of the Rake. This is the point where the load is at all times nearly even and therefore the Trip acts where there is the least chance of straining one part at the expense of others. Finds a ready sale everywhere.

Sole Selling Agents for Western Canada:

Cockshutt Plow Company, Limited

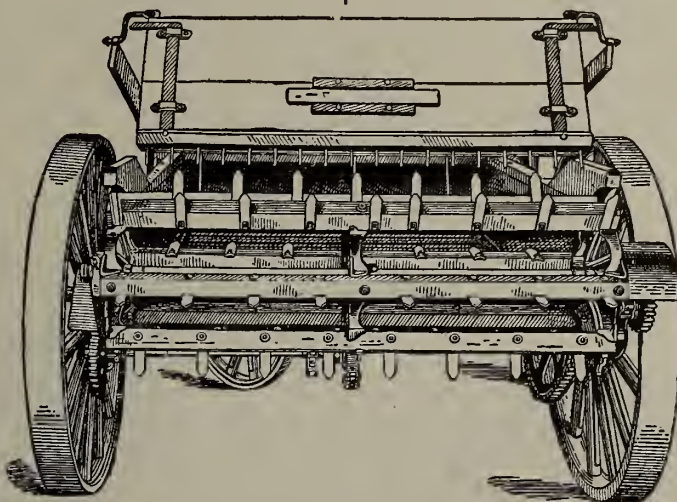
Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

The "Kemp" Manure Spreader

Farmers who are using the "KEMP" Manure spreader have found that their land not only retains its strength, but yields increased returns with ONE-HALF the quantity of manure as compared with hand spreading.

The "Kemp" is the original spreader, the strongest, and simplest. The teeth are



self-sharpening and reversible. They are graded to spread all kinds of manure; they are FLAT, break up the lumps, spread the manure in an even coat and in a finely pulverized condition, so that the full strength is absorbed by the growing grain.

Made of best materials throughout.

The "Wonder" Fanning Mill

The "WONDER" Fanning Mill is a great success in separating wild oats from Wheat and Barley; IMPROVED CONSTRUCTION of the latest model makes it so.

The gang of FIVE zinc screens used in the upper shoe for wheat (the top sieve oil cloth covered) makes it practically impossible for the oats to pass through with the wheat.

The special construction of the sieves is carried out with the effect always in view of retaining the FLAT position of the wild oats so they will not go through the round sieve holes with the wheat. This end has been perfectly attained, and the operation of the sieves is invariable. The upper shoe sieves range shorter and shorter, and those oats that happen to go through with the wheat fall on blank iron and



start off IN A FLAT POSITION which lessens the chance of their going through the lower screens before they are out on the tail board. As their passage over the screens is shorter each time, they are eventually screened out.

Unlike other makes, the "Wonder" includes a gang of four upper shoe zinc barley screens in its regular equipment. It is a great advantage that this special barley gang can be used for cleaning abnormally large wheat. It is the only mill on the market with lower and upper screens made of zinc.

Write us for detailed printed matter, [giving full particulars.

Inspect the latest constructed "Wonder" Fanning Mill and you will be convinced that it is a good cleaner, bound to do good work.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

The Cockshutt Engine Gang

The only Engine Gang that has demonstrated itself to be a thorough success under every condition. Nothing but the best goes in the making. We **COULD** build them cheaper but we **WON'T**. We **WOULD** build them **BETTER** but we **CAN'T**!



Cockshutt Engine Gang on farm of McPhail & Bailey, Swift Current, Sask.

Cockshutt Seed Drills

The easiest Drills to sell that you have ever handled. They sell **themselves**—and then sell **more**.



Five Cockshutt Drills on Boston Alberta Farm at Carlstadt, Alta.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

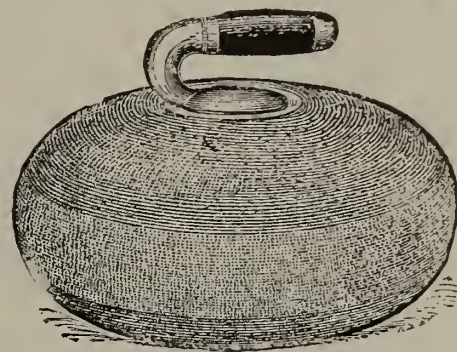
Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 2

WINNIPEG, CANADA, FEBRUARY, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.



The Thistle an' Maple Leaf

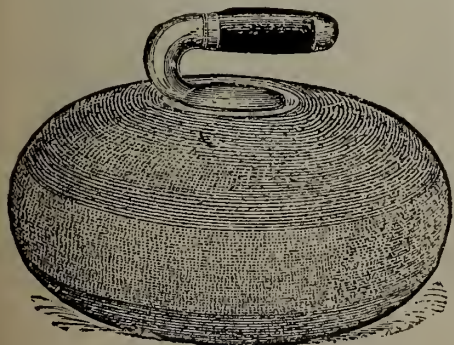
By H. ALLAN

In days of yore from Britain's shore
Wolfe, the dauntless hero, came,
In Nineteen Twelve auld Scotland sends
Heroes o' the "roarin' game."
An' noo they're here, we hae nae fear,
Regret if they will ever;
The Thistle an' the Maple Leaf
Will aye be found thegither.

We welcome them right heartily
For their ain an' Scotland's sake,
They've brought a whiff o' caller air,
Frae the "Land o' Cakes."
The land where Freedom's voice e're rang,
O' Bruce an' Wallace wicht;
It warms the cockles o' the heart,
To hae them here the nicht.

The curlers lang for winter time,
An' a frost that's cauld an' keen;
Wi' tapitorrie, broom an' stanes,
At the rinks they're to be seen,
They'll shout wi' joy as they hirlin' send
The stane owre the "Hogline,"
To "draw a port," or "raise a stane,"
Or "chap an' lie" sae fine.

The Thistle and the Maple Leaf
Will stand by ane anither,
Come weal, come woe, we fear nae foe,
We'll "soop 'em up" thegither.



Early Curling Stones.

Historians have it that it was some time during the later part of the fourteenth century that curling first found favor in Scotland; it had previously been a pastime of boys, who "skimmed" small rocks along the ice, much in the same manner that they now play marbles. It was not long before their elders came to an appreciation of the vigors of the "roaring game," and specimens of ancient stones show that at that time it was considered to be more of an exhibition of feats of strength than those of skill.

It has been proven that as early as the year 1511 curling was popular. Stones have been

a handle and weighs but 64 pounds. Another, from Dunfermline, also was named the "Egg," and weighed nearly 110 pounds.

In later days more attention was paid to shape, but weight was still considered essential, as we find nearly a century after in stones discovered in Perthshire and Forfarshire, that had been roughly shaped by the hammer

allowed, and no record has been made regarding rules or conditions governing it.

It must have been an impressive sight to watch these mountains of human brawn roaring their boulders down the frozen burns, and many were the disputes, no doubt, that were settled with the claymore.

Bonspiel Arrangements.

The Scottish curlers will be given a royal welcome to Winnipeg; full arrangements were made for this at a meeting, specially held, of the members of the city council and the Manitoba Curling Association a few days ago. The reception will be purely a civic affair, the mayor and members of the council meeting the Scotsmen at the train on the morning of their arrival, when the freedom of the city will be extended to them, and they will be escorted to their

O'Grady, Mayor Waugh and Premier Roblin.

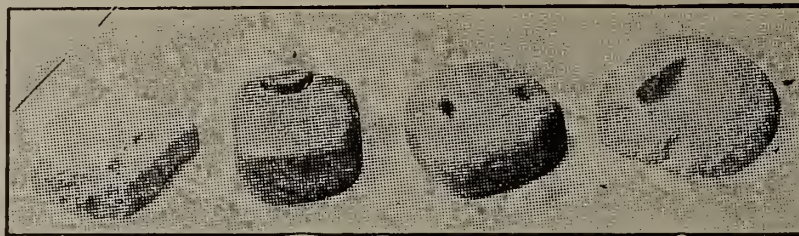
The special religious service, conducted under the auspices of the Curling Association, will be held in Grace Church on the evening of Sunday, Feb. 11th, when the curlers will assemble at curling headquarters and proceed to that edifice in a body; the service will be choral to a great extent, and the association chaplain, Rev. J. C. Walker, will preach the sermon.

It has also been decided to give the curlers an evening at the Orpheum Theatre and a special vaudeville programme will be put on for the occasion. The St. Andrew's Society and the Masons are also arranging for the entertainment of the visitors, and it is assured that they will return to their respective homes with pleasant recollections of the 1912 Winnipeg "Spiel."

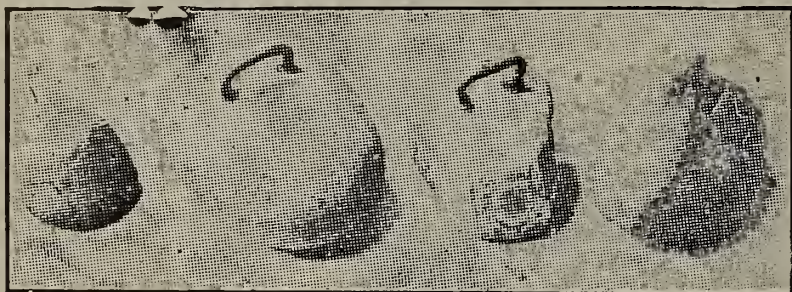
British Agricultural Schools.

Under the development law now in force a large amount of money is to be devoted each year for advancing British agricultural interests and for teaching the science of agriculture. A number of colleges will take part in the educational work, each making a specialty of some particular branch of the science. The University of Cambridge, which has taken a prominent part in the breeding of new wheats, is to receive \$20,000 to \$25,000 per annum from the development fund for the promotion of this line of study, and Oxford University will receive \$7,300 per annum for the study of the economics of agriculture. The Oxford Agricultural School is being developed, with a view to showing the best methods of estate management.

Steel Works.—Capital is being raised in New York to establish steel works at Port Colborne, Ontario, which will cost at least \$1,000,000, and will employ a thousand hands.



Loofies or Kuting Stanes.



Second or Boulder Type of Curling Stone.

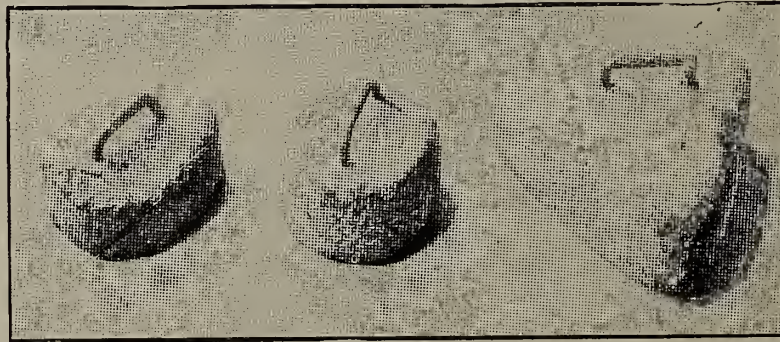
discovered bearing that date, and an interesting collection of "auld stanes" was recently shown at the Glasgow Exhibition, in which little or no attention was paid to the symmetry of form but that weight was the one important feature in construction.

In the majority of cases these stones were heirlooms and were handed down from father to son for generations; many have been dug from the bottoms of dry lakes; others have been recovered from walls and cottages where they have been utilized as building material.

The earliest type was known as the "loofie," and was merely a boulder with a somewhat flat base, sometimes with finger holes rudely chiselled so as to ensure a grip, and was generally used with both hands; the earliest "loofie" on record having one thumb hole. An old stone bearing the date 1511 is known as the "Sterling," and has a finger slot in the sole and thumb hole on top. The first stone to be cupped was discovered in Torphichen Parish, and was fitted with a thumb hole on top and finger slot in the base, which had been enlarged to form the cup.

A noted stone is one known as the "Egg"; it was found in Perthshire, has no definite shape and was fitted with an iron handle; its weight is 115 pounds. "Samson," from Forfarshire, is a triangular shaped stone, with

and chisel to triangles and ovals, the weight still remained in the enormous proportions as previously; cupping had at this time become general. A stone from Forfarshire, known as the "Gran-



Third Type.—Stones Carefully Shaped and Hammer Pressed, But not Circular. "nie," was triangular, and weighed 100 pounds (imagine a running shot with a stone like that).

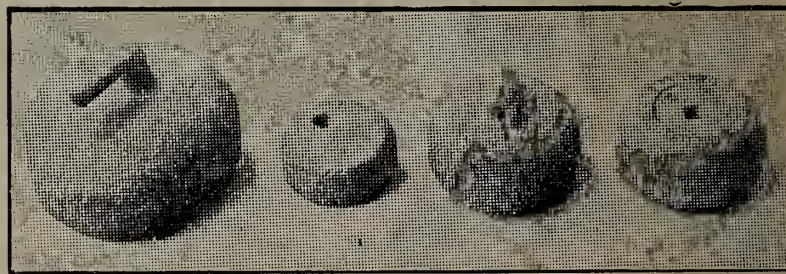
In more recent days, perhaps, the best known stone was "Sleeping Maggie," which, tradition has it, was named after a daughter of the farmer who wielded it, and she, not appreciating the honor of the appellation, promptly dropped the stone through a hole in the ice, from where it was dug up several years after her namesake was dust. This stone weighs 84 pounds, is nearly round and is fitted with a handle that very much resembles that of the modern stone.

There was no limit to the number of players taking part in the game in the old times, sometimes as many as twenty being

and Hammer Pressed, But not Circular.

hotel to the strains of Scottish airs rendered by the Cameron Highlanders band.

A joint reception and musicale will be tendered all visiting curl-



Fourth Type—Circular Stones.

ers on the evening of the Bonspiel, at the Royal Alexandra Hotel, when short addresses of welcome will be delivered by Lieut.-Gov. Cameron, President

"Consular Reports" is authority for the statement that milking machines are being bought and used extensively in South Africa.

John Deere Plow Co.

The Deere Factories

and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Manseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



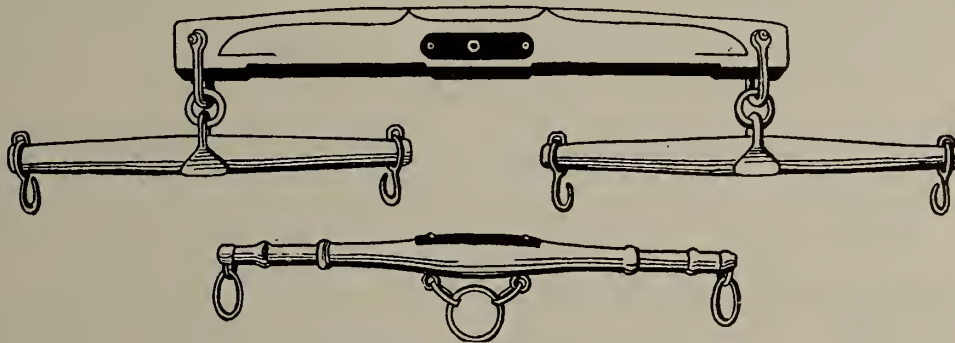
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah
Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS

**We Have
the Goods.**



**We want
your
Orders.**

Wagon Sets made in 3 sizes.

We have secured an exceptionally fine lot of stock this year for our Wagon Sets, Plow Doubletree Sets and Agricultural Sets. Try them. We can supply you with Duplicate Plow shares for almost any Plow. We guarantee the quality, and we know the price is right. Why not have some oil cans with your name on them, they sell good and keep on working for you after sold. Don't forget us during Bonspiel when you are in the City, we have some interesting things to show you and talk about. Our place of business is on Higgins Avenue a short distance East of the C. P. R. Depot.

D. ACKLAND & SON, Ltd., Winnipeg, Man.

THE STANDARD by which OTHERS are JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

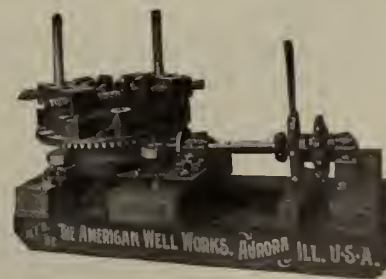
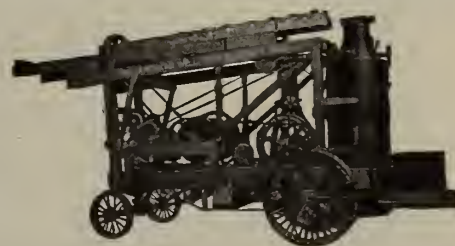
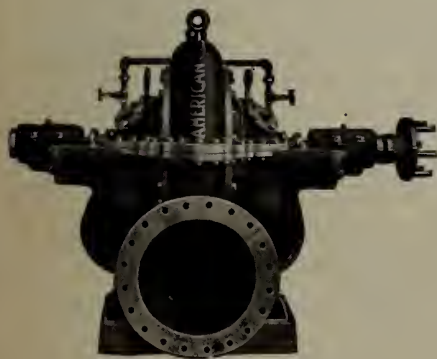
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type.

Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Motor Trucks Adapted to Farm Use.

The automobile has in the few years of its existence proved to be more than a fad; to the man who has owned one it has manifested itself as a necessity, as an integral part of his day's work, and during the past couple of years it has been adapted to commercial fields to great advantage, with the result that in Eastern cities the draft horse has to a certain extent been shouldered out.

It is to be believed that the gasoline propelled truck will yet come to be used by the average farmer; many trucks are now being marketed that are within his reach financially, and it can be but a matter of a short time before the farm equipment will not be considered complete without one.

There is no doubting the convenience it affords; it is ready at all times for service, and requires little if any attention when properly understood. The farmer cranks it up and drives ten miles to town, gets the repairs for a broken down machine and is back at work before he would have covered half the distance with a horse, and the expense of operation is nominal.

Automobile dealers are now finding a ready market for re-built machines that they trade in; suitable bodies are mounted on a chassis that has been carefully gone over and renewed where necessary, and is sold to truck farmers, and market gardeners for use to transport their garden stuff to market. Let us quote an instance that occurs to us in this connection: A poultry raiser who lived some twenty miles east of a Canadian city had experienced difficulty in getting his fowl to market; he lived three miles from a railway station and the train service was poor. This man watched the papers and when he observed an item advertising a second hand auto for sale he took an expert along with him, and after going over the machine thoroughly, bought it for \$350. When temporary repairs had been made, the expert drove the car to the farm for him, and had in three days put it in first class running order. The purchaser in the meantime had ordered a flat top body at the local wagon shop and within a week had a truck that had cost him in the neighborhood of \$450. The machine,

when not used as a conveyance for his fowl, has the original body to place on the chassis to take his family therein to the city. In this instance the price paid for the truck was saved in one season, and this made-over second-hand car has now been in the possession of the poultry raiser for three years, and is still in good running order.

The saving of time appears to be the one essential point towards which inventors are striving, and the farmer is realizing more and more every day that time to him means money, he is appreciating the fact that the outlay of a small amount of money will permit him to accomplish more before the sun sets, he is installing gasoline power to operate his straw cutters, his grain grinders, to pump his water, saw his wood and plow his land, and it will not be surprising if in the course of time he will haul his grain to the elevator on a five ton truck.

Be Modern.

The dealer who keeps up to date these days must necessarily be wide awake every minute of the day; he must be alive to his surroundings from daylight till dark, and he must lay awake sometimes and figure out how he is to occupy the moments of the morrow. This is an age of advancement, and the manners and customs of yesterday are frequently of no use today; we must modernize. It is a time when the brightest minds and the greatest brains are evolving new methods and revised editions of business, and he who cannot keep in the van must needs be trampled by the hastening throngs, who hurry on with no thought of the commercial cripple; no assisting hand is extended to he who cannot stand alone.

In spite of the fact that this is a progressive age in which we are living, there are implement dealers who appear to be existing in the dim and distant past, who seem to have no conception of the reason why the younger man should open up next door and capture the greater portion of the trade that has taken them years to acquire; let them discard their conservatism. Many a man has succeeded after he has arrived at the threshold of the allotted span of life; he has the advantage of the acquisition of wisdom and discretion, these assets, if not abused, are perhaps more valuable than collateral.

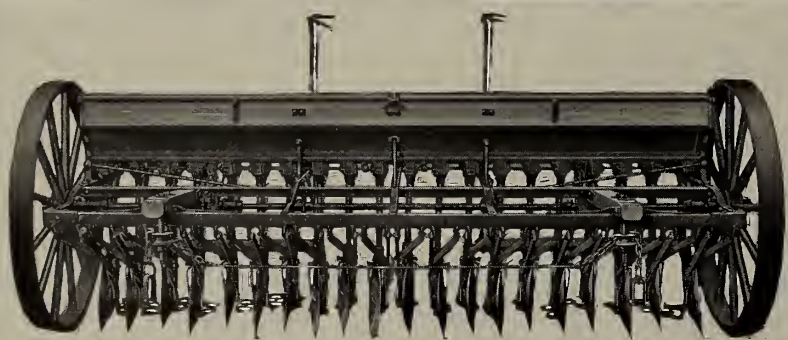
We say, if these assets are not abused. Abundant discretion has been the greatest hindrance that progress has had to contend with, and it is best not to be too wise at times; "penny wisdom" has lost many a profitable opportunity to the dealer, and discretion has prevented him from taking the ordinary chances that are necessary to the ultimate success of any undertaking.

Life and business are more or less of a gamble it is certain—we do not know when we order our goods whether we will be able to sell them; when we do sell them we are not sure of our money; we cannot be positive what tomorrow will bring nor the effect that today will eventually make in our business lives; we do not even know when we leave our offices that we will be permitted to return. Why, then, should the old timer cling to the mistaken idea that, as he is handling a sure seller, he would be ill advised to increase his line, or that because he has a good line of trade, customers that pay on the nail, he should make no effort to add new names to his books, lest they prove rogues; chances must be taken if he wishes to ever be more than a paltry wage earner.

The whole trouble with the majority of these old timers lies in the probable fact that a long familiarity with the line of business they have conducted along unsystematic lines has fostered a certain amount of contempt for it; in this, as well, they are deluding themselves. They have made no attempt to keep up-to-date.

The frequency of new inventions in farm necessities, the variety of adaptations of certain machines to different uses has made trafficking in farm implements one of recurring interest to the intelligent man; farming has become one of the arts; the tiller of the soil in the Canadian West, at least, is no longer the one who has been relegated to agricultural pursuits because he has not proved fast enough for a commercial life, and it is distinctly a privilege to be connected with a branch of the world's greatest and most important industry.

Weep, and you're called a baby,
Laugh, and you're called a fool;
Yield, and you're called a coward;
Stand, and you're called a mule;
Smile, and they'll call you silly;
Frown, and they'll call you gruff;
Put on a front like a millionaire
And somebody'll call your bluff.



Deering Drills are Trade Winners

THE DEERING DRILLS

that plant the fields of Western Canada are built by experts at Hamilton, Ontario, in a great factory manned by more than 2,000 Canadian workmen.

Deering Drills are trade winners for Canadian dealers. If you do not sell Deering Drills you are losing money that rightly belongs to you, and you are also losing the good influence of one of the best business builders made.

The Deering line includes a complete assortment of disk harrows, peg-tooth harrows, spring-tooth harrows, cultivators and land packers, made to meet conditions in your vicinity.

Regular repair parts are carried in stock at all branches.

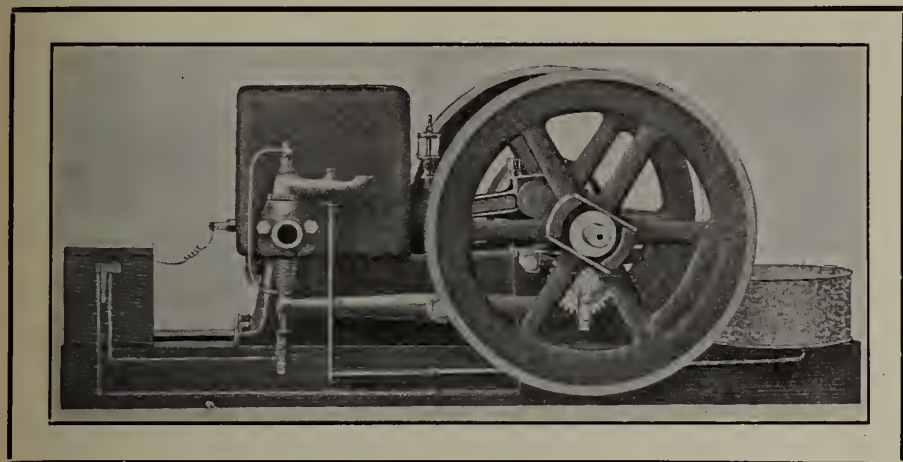
Do not fail to talk this over with the blockman when he makes his next visit, or, write now to the nearest general agent asking for catalogues and information. It is worth while to know all about Deering Drills.

International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

Witte Junior Engines are Guaranteed for Five Years

The high standard of value embodied in the WITTE JUNIOR is proven by the fact that during the past ten months it has been necessary to increase the out-put 98 per cent. in order to meet the demand. It is built to "stand up" and is the last word in farm engine construction.



**Accessible -- Easily Operated
-- Durable**

The WITTE JUNIOR embraces new and unique principles in construction that ensure long life by eliminating wear, and lessen cost of operation. It is a fuel-saver, twenty per cent. more power is

added to its efficiency by the system used of "pre-heating" the fuel before explosion. It will furnish power at an average cost of ONE CENT PER H.P. PER HOUR.

Adaptable to all Farm Power Needs.

We explain it fully in our catalogue, write for it and terms to dealers, you will be interested.

There are many Cream Separators But there is only One Empire.

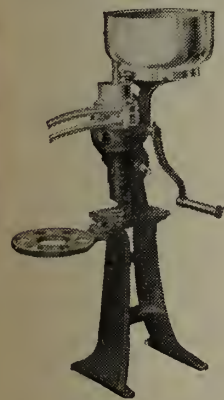
Twenty three years ago the EMPIRE CREAM SEPARATOR COMPANY commenced the manufacture of the CONE DEVICE OF CENTRIFUGAL SEPARATION; our motto was then, as it now is, "SQUARE DEALING WITH AN HONESTLY BUILT MACHINE."

The Empire Line

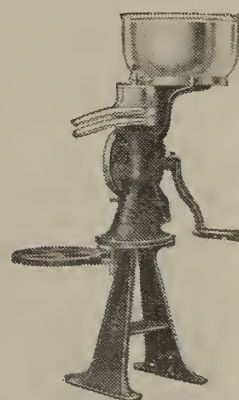
includes all of the really standard methods of cream separation; The FRICTIONLESS EMPIRE is the only cone device cream separator made; it has been copied but our patents have protected us.

The EMPIRE DISC is acclaimed by tens of thousands of enthusiastic users as one that has permitted dairy possibilities hitherto considered unattainable.

***We have the best Separator Proposition
ever offered Dealers***



EMPIRE DISC.



EMPIRE CONE.

Every statement we make is a FACT, backed and proved by the actual dollar-making experience of EMPIRE dealers and users.

WRITE FOR FULL PARTICULARS.

Empire Cream Separator Company of Canada Limited

H. P. Hansen, Western Manager.

230 Princess Street, WINNIPEG.

The Largest Creamery.

What is believed to be the largest creamery in the world will result upon the completion of a large four-storey building for the Los Angeles Creamery Company on its property at the northeast corner of Twelfth Street and Towne Avenue in that city. A building investment of approximately \$250,000 will be represented by the company's full plant.

The new structure will be four stories, fire proof, of reinforced concrete construction and will occupy a space of 100 by 160 feet.

During 1909 the main building of the creamery was erected, but this was quickly outgrown, due to the expansion of business. The large standing building has a frontage of eighty-four feet on Towne Avenue and 160 feet on Twelfth and is three stories in height.

The new office building of the company of two stories and 50 x 80 feet in size is a model for utility and convenience. A boiler and power building, 50 x 80 feet and one story high was one of the necessities of the present location. Further buildings are in contemplation.

Sanitation throughout has been the watchword of the company

and freedom from wood construction will be an aid in this direction. Exteriors of the building are of harmonious and similar design and an eye to permanence.

Imported Milk.

Winnipeg has begun drawing on points across the line for a part of its milk and cream already this season. From 600 to 1000 pounds of cream are now arriving daily to supply the demand in the city. Besides this and the regular sources of supply the Winnipeg dairies are employing buyers throughout the country who purchase for cash and ship to the city.

Advocates of dairy farming have here a strong argument in their favour. We have in this journal indicated from time to time the advantages to the farmer, the dealer, and the country as a whole, of the adoption of mixed farming. A dairy is a constant source of revenue, whereas the small grain farmer only gets a pay day once a year. In the event of a crop failure, the prospects with a long, severe winter ahead are not very bright for the latter, and we believe every farmer ought to keep a few cows and other live stock, and every implement dealer should encourage this system to the best of his ability.

Past and Present of the Dairy Cow

The first state fair that I ever took time to attend was at Freeport, Ill., in the late 50's, perhaps in 1859, but possibly a year earlier, says N. O. Finch, in Kimball's Dairy Farmer. About a score of farmers joined in buying what we then called a large tent, which was erected near the grounds as our home for the week. From that experience and many others since, I most heartily endorse this plan as cheap and, if properly managed, most comfortable. House-keeping in a tent is rather in a class by itself; but once rightly learned, can be made most enjoyable. The Illinois state fair was then on wheels and held near one town one year and at another, often quite distant, town the next. It is one of the worst plans for running a fair ever started, as it precludes the erection of any permanent structures, though at this time it was about the only plan which seemed to assure financial success as rival towns would bid against each other for the chance of holding it. The star attraction of this fair was billed as Fawkes steam plow, and when the right kind of wood could be had to steam up with it surely

drew a large and interested crowd. With only one large driving wheel, or roller, instead of two, as was soon found more practical, it was a rather crude affair, but as the germ of what has since become a mighty power in the world's agriculture, it has become very a interesting memory. Some of our party were making butter and cheese at home, and were anxious to see the cows, but the only animals that we could find that looked to be worthy of putting a pail under were some scrawny old scrub cows, not on exhibition, but kept solely as foster-mothers and wet-nurses to certain sleek Hereford and Durham bulls.

There were several fine herds of these two well known breeds; and a small but very pretty herd of Red Devons, a breed which never seems to have gained the place with the American farmer that they should have held, for they were not only dual-purpose, but triple-purpose as well, for those red steers were generally the liveliest steppers and the sturdiest pullers that ever came under the yoke.

In 1859 what was advertised as the United States fair was held at Chicago about where the

SHOW COMPETITORS' CUSTOMERS A GREAT BIG DIFFERENCE THEN THEY'LL BUY OF YOU

You can't pull customers from your competitor unless you show a machine with a big difference—a big superiority—over the one your competitor handles.

Hair splitting don't convince. Competitors' customers want to see a bigger, more practical difference than a variation in color, or a slight difference in minor parts. They want to see a difference in principle—an utter and absolute difference—and have you tell them why that principle has everything else pushed to the back fence and forgotten. That is exactly what you show when you handle

SHARPLES Tubular Cream Separators

Tubulars are absolutely different from all others. Don't have a single imitator. Can't have—our patents prevent it. Neither is Tubular construction paralleled—for it is the only known method by which the many parts and faults of other separators can be overcome.

On the other hand, all other separators—peddler kind included—are still built on the old principle we abandoned many years ago when the Tubular was invented. Slight variations are the only difference.

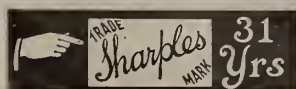
This absolute difference and great superiority of Tubulars, as compared to others, has so high a value that leading dealers everywhere—the fellows who command their choice—handle Tubulars.

Back of Tubulars stands the biggest and best satisfied army of users in the world—and the biggest and oldest separator concern on this continent. Strong and continuous advertising makes a steady demand. Dealers only. Write us to-day for particulars or ask us to send a traveller.

The Sharples Separator Co.

Toronto, Ont.

Winnipeg, Man.



stock yards are now. The exhibit was much the same as the state fair just described, because there were large herds of fine beef cattle, but no dairy cows to speak of. If any were present they were kept in the background as if their owners were ashamed of them. I was, however, well paid for my trip by a sight of what was known as "The French Horse" and some of his colts. This horse, later known and recorded as Louis Napoleon, was then in his prime and was in a way the pioneer in what has proven to be one of the grandest additions to farm horse blood of the United States. This one horse did not do it all, but those of his kin that have followed have made a name and a record among all who know and love draft horses. "He does the work" is said of the Percheron from New York to San Francisco. But as to cows, it was much the same at all of the fairs of those years, and for a long time thereafter. The dairy cow was conspicuous by her absence, or if present at all and giving milk she was simply a wet nurse to some pet of the beef breeds.

This state of things has continued generally at most of the

fairs from the 50's on through the latter part of the last century. The lordly Shorthorns and Herefords drew the crowds, or at least shared the honors of attraction with fast trotters. The owners and breeders of these most excellent cattle were usually in control of the fair associations and arranged matters to suit themselves. This was all right from their viewpoint, but it left very little room for any of the other breeds, for in those days the owners of beef cattle looked with great pity upon the owner of a little Jersey cow as a poor fellow who was too poor to own a real cow and too proud to keep a goat. And if any big black and white cows were shown they were spoken of as "hat racks" or "bone piles." But just see what 1911 has done in dairy exhibits. Three great and exclusive shows were put on for dairy cattle alone. Not one of the beef breeds was allowed even a look in, and the only thing which in the least savored of a "hoss" trot was the stop-watches which were used to time the trim dairymaids as they rivalled each other in milking cows that were cows. And even he, whom some think is the best

president ever, was not too proud to show his own cow.

Now, while the individual attendance at these shows was not as numerous as would have been mutually profitable, the excitement was ample to prove that the great dairy industry has at last been accorded its proper place among our other big things.

If any of those old timers were present and hungering for some roast beef from a prize-winning bullock, they could at least stay their stomachs with a piece of that six-ton cheese; and if any thirsted, as is quite possible, they could substitute for that fluid which made Milwaukee famous a drink of milk from President Taft's own pet cow, Pauline, that he has fed and milked all summer—when he was not otherwise engaged.

Why have these changes been brought about? The dairy cow has been tested and she has made good.

She has been somewhat advertised, and every word said in her praise has been proven true, and every advertiser knows how all-important that is. But most important of all, the world needs

her in its business, which is largely the raising of healthy human beings, and the quicker a milkman secures a worthy representative of some of her kindred, the wiser he is.

World's Record Milker.

Chas. Eldridge, Chimacum, Washington, United States, is the proud owner of a cow rejoicing in the name of Margie Newman, No. 76312. This remarkable animal is now the world's champion milk cow. Her record is:—

1 day's milk ..	135.5 lbs.
7 days' milk ..	895.6 lbs.
30 days' milk ..	3,555.1 lbs.

In the test that she made for one day, one week and thirty days, she gave the following amount of butter-fat:—

1 day	4.176 lbs.
7 days	26.234 lbs.
30 days	104.937 lbs.

This fat made into butter gave 131.174 lbs. in thirty days.

The cow as a three-year-old, and under ordinary, every day milking, gave 95 lbs. milk in 24 hours.

It is reported that this district is attaining quite a reputation for producing record breaking Jersey, Holstein, and Ayrshire cows.

DE LAVAL CREAM SEPARATORS

The first and most important step toward a permanent and profitable separator trade -----
Nailing up a DE LAVAL sign on your store

The De Laval sign on a store is a HALL-MARK of prestige and responsibility for the man or concern placing it there.

The best dealers all over the country have this sign on their places of business.

There is CREDIT in handling the De Laval. The De Laval is everywhere known as a high-grade machine. The De Laval selling agency attracts the best agents, and the fact that a dealer holds the De Laval contract is a matter of pride for himself and esteem from his associates.

There is SATISFACTION in selling De Lavals. The De Laval agent makes a friend of the purchaser of every machine he sells. He knows that every De Laval he puts out will give the user satisfaction,

help sell other De Lavals in the neighborhood, and enhance his reputation as a distributor of reliable and dependable merchandise.

There is PROFIT in selling De Laval cream separators, more profit than in handling any other make. In the first place, on account of the great popularity of the machine, the liberal and continuous advertising of its makers, and the splendid service it gives, it commands a much greater sale. In the second place, the retail price is protected and the dealer makes a reasonable profit on every machine.

Hundreds and hundreds of De Laval agents are selling 50 to 200 machines yearly. If we are not represented in your locality, better write us at once.

AGENCY APPLICATIONS CORDIALLY INVITED

THE DE LAVAL SEPARATOR COMPANY

14 and 16 Princess Street
WINNIPEG.

173-177 William Street
MONTREAL.

Calgary.

T. R. Scott, manager of Goold, Shapley & Muir, spent a couple of days in Edmonton the latter part of January.

Alan Jack, secretary-treasurer of Lethbridge and Weyburn Realty Company, Ltd., of Lethbridge, spent several days in Calgary on business the past month.

J. W. Rattray, of Killam, is another of the retail dealers who spent some days in the city recently.

J.T. Willard, the well known implement dealer at Taber, and Thos. Low, of Kimball, were two of the outside dealers in attendance at the convention of Alberta School Trustees held in the city on January 25th and 26th.

J. A. Brookbank, manager of International Harvester Company, is away on his annual visit to head office and factories at Chicago. He will be away three weeks, returning about February 15th.

C. B. Beals, of the firm of Beals and Son, Edmonton, was in Calgary a few days in January, attending a convention of the I.O.O.F. council.

R. L. Hoar, formerly of the firm of Beals and Hoar, Edmonton, but who recently has taken

charge of the northern portion of the province in the interests of Tudhope Anderson Co., was in Calgary for a short time recently, completing details in connection with his new position. He will have charge of the Edmonton branch, and will travel out of there on the C.N.R., G.T.P. and down the Wetaskiwin branch of the C.P.R. The office and warehouse in Edmonton will be in charge of J. E. Tysoe, who, until about a year ago, was accountant for Beals and Hoare, and before that accountant for Frost and Wood Company, in Winnipeg. Mr. Tysoe left Edmonton to accept the position of assistant manager of "Metals Limited," a large wholesale plumbers supply house in Calgary—but he has decided to return to the implement business and work with his old associate, Mr. Hoar. Mr. Tysoe leaves Calgary about Feb. 15th.

J. A. Latimer is leaving on a six weeks visit to Eastern Canada.

There have been a number of statements going the rounds of the local daily press to the effect that M. Rumely Co. has purchased a 25 acre block in the Calgary industrial division with the intention of putting up an extensive manufacturing and storage plant. Such statements

are without any foundation, the facts being that Rumely Co. will build a large warehouse and showrooms in the centre of the city, the exact location not yet having been made known. However, it is their intention to rush the building to completion, and they expect to take possession about July 1st.

The Goold, Shapley and Muir Company have rented a warehouse on the corner of 11th Avenue and Centre Street, and, commencing February 1st, will take over the charge of their own storing and transferring, which heretofore has been handled by Cockshutt Plow Company. The latter company will continue to have charge of the local sales of Goold, Shapley and Muir machines, and the offices of Goold, Shapley and Muir will also continue to be located in Cockshutt Plow Company's building.

The election of officers for 1912 took place at the annual meeting and dinner of the Alberta Wholesale Implement and Carriage Dealers' Association, held in Calgary, Saturday evening, January 6th, when the following were elected:—President, J. Atkinson (manager J. I. Case T.M. Company); first vice-president, L. P. Winslow (manager Ontario Wind Engine and Pump Company); second vice-president, L. B. Cravath (manager M. Rumely Company); treasurer, A. W. Trickey (manager Massey Harris); secretary, W. E. Hall (manager Cockshutt Plow Company). Executive, carriage and plow interests: T. Ruttle (manager McLaughlin Carriage Company), C. G. Wuthrich (manager John Deer Plow Company); harvester interests, A. W. Trickey (manager Massey Harris), J. A. Brookbank (manager International Harvester Company); thresher interests, L. B. Cravath (manager M. Rumely Company), C. S. Lief (manager Nichols and Shepard). During the evening, and just after the new president had assumed the chair, Messrs. Chaplin and Brookbank, on behalf of the association, made a presentation of a cut glass decanter and set of wine glasses to the retiring president, Mr. John A. Latimer, who is also retiring from the strenuous life of an implement man to look after his extensive private interests. Mr. Latimer was taken very much by surprise, but thanked the members for the kind remembrance and the good wishes accompanying it.

New Company for Winnipeg.

Geo. E. Duis Co. is the name of a new implement firm that has

opened up in Winnipeg with the avowed intention of getting a share of the gasoline tractor, thresher and automobile business of the Canadian West. They will control the sale here of the machinery manufactured by the Minneapolis Thresher Company, of that city, including the Minneapolis Gasoline Tractor, the Minneapolis Thresher Separator, and they also have the exclusive sale in Western Canada of Michigan Automobiles, which are manufactured by the Michigan Buggy Company, of Kalamazoo. In addition to the above, the new concern will handle a large line of agricultural implements.

The Geo. E. Duis Company is a sales company that is well and favorably known in North Dakota, having been for the past fifteen years established at Grand Forks. They are a decided acquisition to the trade here, are under the capable management of J. J. Flynn, and are located for the present at 753 Henry Avenue.

Manitoba Crop in 1911.

Bulletin No. 84, issued by the Manitoba Department of Immigration and Agriculture, deals with the crop of last year and with the product of the operations of mixed farming. We print herewith a re-capitulation of the report: Wheat, 3,339,072 acres, 61,058,786 bushels, average 18.29; oats, 1,628,562 acres, 73,786,683 bushels, average 45.3; barley, 759,977 acres, 23,999,239 bushels, average 31.5; flax, 85,836 acres, 1,205,727 bushels, average 14.0; rye, 6,167 acres, 136,067 bushels, average 22.0; peas, 2,250 acres, 45,985 bushels, average 20.4; potatoes, 44,478 acres, 8,317,241 bushels, average 187.0; roots, 13,448 acres, 3,684,898 bushels, average 274.0; hay, all kinds, 140,288 acres, 249,892 tons, averaging 1.78 tons.

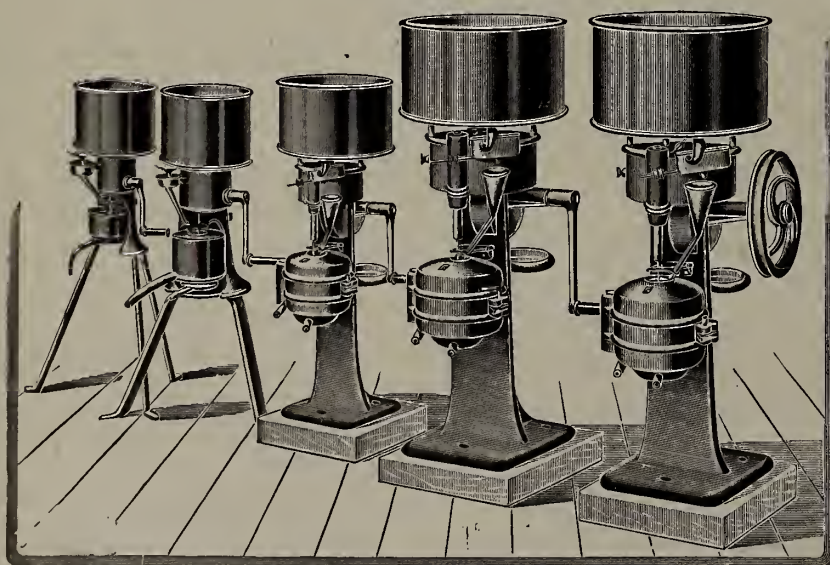
There were threshing outfits in operation in the province to the number of 3,193. Up to the 1st of December there had been 54 per cent. of the crop marketed, or a total of 33,001,211 bushels.

The total area prepared for the crop of 1912 is 2,175,626 acres, consisting of the following: Breaking, 233,068 acres; summer fallow, 964,128 acres; fall plowing, 978,430 acres.

In the past year poultry to the extent of 941,776 birds has been marketed, and the butter made has amounted to a total of 7,638,406 pounds of dairy and creamery, valued at \$1,715,982, while cheese has been sold to the extent of 560,725 pounds, at an approximate value of \$70,090, making a grand total in dairy product value of \$1,786,073.

Melotte Cream Separators

TURN EASIEST
SKIM CLEANEST
LAST LONGEST

**AN INVITATION.**

We invite any of our agents who intend visiting Winnipeg during Bonspiel to make our offices their headquarters, and to have their mail addressed care of us.

Implement agents who are desirous of adding the MELOTTE CREAM SEPARATOR to their list are also invited to call on us. They will find our contract most liberal.

R. A. LISTER & CO. LIMITED,
197 Princess St., WINNIPEG, MAN.

Marvellous Machines for Engine Work

EMERSON ENGINE DOUBLE DISC HARROW

SPECIALLY DESIGNED FOR ENGINE WORK, HEAVY, STRONG, DURABLE, without being unwieldy. Built in two sections with a weight platform capable of carrying a ton of balast.

The discs can be set at any angle. Front discs OUT-THROW, rear IN-THROW, thus preparing a perfect seed bed in one operation, with discs set straight this implement makes an excellent sub-surface packer.

In light soils this harrow has prepared an ideal seed bed for THREE CONSECUTIVE YEARS WITHOUT PLOWING.

Disc blades are ONE-THIRD HEAVIER than in any other harrow.

Disc spools TWICE AS HEAVY with wide flanges to support the disc.

THERE ARE FOUR BEARINGS ON EACH GANG, other harrows have but three.



No. 60 Emerson Disc Harrow. Built in one size only—10 ft. wide, equipped with 40, 16 in. disc blades.

A 25 H.P. Tractor will Pull Two Emerson Engine Double Disc Harrows, making a Cut Twenty Feet in Width with Ease.



No. 50 EMERSON
Six - Furrow Engine Gang.
Independent Beam,
Automatic Power Lift.

AN ENGINE PLOW WITH EVERY DESIRABLE ADJUSTMENT.

The EMERSON is the engine gang with the INDEPENDENT BOTTOMS THAT TAKE CARE OF THEMSELVES. It's front furrow wheel and flexible engine hitch make an absolutely uniform width of furrow and careful STEERING OF TRACTOR UNNECESSARY.

Pressure on lever controls trip that engages ratchet in gauge wheel, lowering or raising plows without altering set depth,—SO EASY A BOY CAN OPERATE IT.

The pivoted beams ALLOW BOTTOMS TO PASS OVER OR SWING AROUND OBSTRUCTIONS, thus the breaking of shares, springing of beams or frogs on the EMERSON is practically impossible.

Prairie breaker bottoms have fin cutters and extra shares, old land bottoms equipped with rolling coulters.

Wheel bearings are chilled where greatest wear comes and turning in oil must run light and prove durable.

Furrow wheels run at the same angle as do the three wheel sulky and gang, doing away with landside friction and making the 8 ft. EMERSON run lighter than a 6 ft. of other makes.

MADE IN TWO SIZES—6 and 8 BOTTOMS.

MORE INTERESTING FACTS TO DEALERS---LET US SEND THEM TO YOU.

Tudhope Anderson Co., Ltd.

Winnipeg.

Brandon Regina Saskatoon Swift Current Yorkton Calgary Lethbridge

Guard Your Credit.

There are some very clever merchants scattered over the country who would be much surprised to know that their credit is not quite so good as that of a much smaller competitor. And most of the time it is their fatal "cleverness" that is to blame.

Credit is a peculiar thing, says New Idea. Often it is worth more than money. It grows slowly. It is as sensitive as an exposed nerve. It can be injured by very trifling causes, things that many of us would never suspect of affecting it at all.

The merchant's account on the jobber's or manufacturer's ledger is history. That, and the correspondence files, will come near telling the correct story of his business character. If more dealers stopped to think of this part of it, they would be more careful about the sort of history that they make.

Some of these "trifles, light as air," I want to call to the attention of my fellow-merchants. They are not really trifles in any sense, but the reason I call them so is that I have run across a good many dealers who seem to regard them that way.

Deducting from remittances before claims are adjusted is the most common fault, so far as I

can learn from my traveling friends. The bill falls due or discount day comes, while the claim is still under investigation. The dealer, confident of the justice of his claim, deducts from the remittance. This leads to extra correspondence, and is annoying. Besides it argues a lack of confidence, and this is unpleasant. The only right way is to pay the bill without deducting for any claim that is still in process of adjustment. If the people you are dealing with are the right sort you will surely get justice—if they are not, you have bought your experience cheap and can avoid them in the future. Every responsible house wants to adjust claims equitably; and there will always be claims until human beings cease to make mistakes.

Often it happens that a dealer finds himself unprepared to meet a bill at maturity. When he is in a pinch financially, he knows it far enough in advance to ask for an extension, and should do so (unless he gets a loan), stating frankly the conditions that make this necessary, naming a definite date when he expects to be able to meet the obligation, and on what his expectations are based. But there are too many who not only pay no attention to the obligation itself, but will not even reply to requests for remittances, fearing,

no doubt, that to state facts candidly will injure their credit; the facts, on the contrary, are just what will preserve their credit, nine times in ten.

A traveling friend of mine in the stove business told me that they had a customer who would always report one or two stoves "short" in every car he received. The manufacturers finally "laid for" him, and in one car they took special pains to put in one more stove than the invoice called for. In the course of a few days, came his claim for the one stove short. That settled him, and when the bill was paid their business relations came to an end.

The commercial agency, with its comprehensive reports on credits, is an absolute necessity to modern business. It is a great boon to the merchant, but he does not always realize it. Its reports make it possible for him to get credit from distant concerns whom he has never seen and, perhaps, never will see.

Yet I have known dealers to assume a high-and-mighty attitude, saying, "What I am worth is none of your business. I can buy all the goods I want without your help."

A commercial agency always regards this attitude with suspicion, and it often happens that such a dealer is given a much lower rating than he deserves, or no rating at all. This, being seen by many concerns who have no other means of getting the facts, leads them to regard his responsibility as very limited, and often prevents him from receiving valuable propositions intended only for dealers of "gilt-edge" credit. He may never know it, but he has hurt himself, just the same.

On the other hand, a frank and truthful statement of affairs will often result in his getting the very highest rating that his financial worth will allow, and favorable mention in the special reports, besides.

Nearly all concerns allow a cash discount of varying amount if the bill is paid within a few days instead of letting it run to maturity.

Here and there is a dealer who deducts the cash discount if he pays the bill any time before it falls due—without regard to the five or ten days which is the limit, according to the terms in which the discount is offered.

If your bill says "three per cent. off for cash in ten days," it does not mean 11 days or 21 days. It means just what it says. If I agree to do business with anyone according to certain terms, it is just as much my duty to live up to those terms as it is his duty to supply the goods of the quality and in the quantity ordered.

Speaking of discounts, they offer the finest sort of opportunity for a dealer to build up his credit to the highest point. When you owe a bill of \$100 that you can settle for \$97 by paying it inside of ten days, you are getting big interest on your money if you would have to pay it in 90 days anyway. It amounts to about 14 per cent. a year, and that is a very good profit. The fact that it takes less money to pay cash, and at the same time gives you better credit against the time when you may need it, makes it strictly good business to discount bills every time, even if you have to borrow from your bank to do it. It sounds a good deal better to your banker to have you apply for a loan to enable you to take discount, than for one to meet a bill long past due. And when you figure that the bank will accommodate you at from five to seven per cent., there is a chance to make a good profit on the money as well as on the goods. Besides, your reputation for paying cash will often enable you to buy at lower prices than the man who doesn't. And yet I know a number of dealers who could discount just as easily as not that let their bills run full term right along.

Looking after all these little things often makes the difference between a paying business and a losing one—between a credit that will carry us through times of financial stress, and one that will result in wreck and failure.

Credit is built on personal character and business character both—and it is necessary to watch both carefully.

C.P.R. Irrigation.

J. S. Dennis, manager of the Canadian Pacific Railway Irrigation Department, has returned to Calgary from a three months trip to England, where he visited the company's various land offices and gathered much interesting information relative to proposed immigration movements for the coming year.

Mr. Dennis announces that his company has appropriated the sum of \$5,500,000 for the furtherance of irrigation work and colonization on its lands during the year 1912, that prospects were never brighter than they are at present for a record influx of settlers to Alberta, and that independent capitalists of Great Britain have signified their intentions of making investments in large tracts of land which they will not buy to hold speculatively, but will put immediately under crop.

Every Farmer wants it.



No farmer after seeing this Pickler in operation will feel inclined to purchase any other.

BECAUSE—

It is self-operating.

It has a capacity of 135 bushels per hour.

It is guaranteed to do perfect work with any and every kind of grain or money refunded.

You can use either bluestone or formaldehyde.

It has every good feature that can possibly be desired.

When in town bonspiel week call in and see this pickler in actual operation. Give us an opportunity to show you the pile of inquiries we receive daily and the hundreds of letters we have from satisfied users and dealers, you will quickly be convinced that it will mean money in your pocket to handle our machine. So call or send the attached coupon for full particulars. Do it to-day.

THE DOMINION SPECIALTY WORKS, Winnipeg, Man.

Kindly send me full particulars about your automatic Seed Grain Pickler and your terms to dealers.

Name.....

Address.....

THE DOMINION SPECIALTY WORKS, 820 Union Bank, Winnipeg, Man.



MONITOR DRILLS



AFFORD THE BEST CROP INSURANCE

THE MONITOR DOUBLE DISC DRILL

IS PREFERRED ABOVE ALL OTHERS

— BECAUSE —

IT REQUIRES LESS SEED

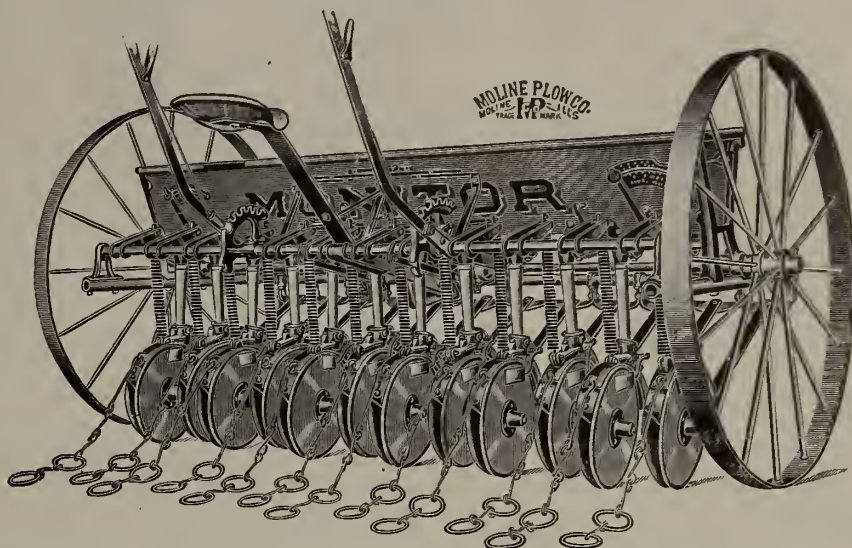
The seed being dropped in front of the axle bearing, it is carried to the bottom of the furrow by the downward turn of the discs, where it is deposited in two even rows. None on top for the birds, none insufficiently covered to start early and be killed by the hot sun—it all grows.

IT INCREASES THE YIELD

By depositing the seed in two even rows, in the moist soil, with a uniform covering, it germinates quickly, has a firm root hold and withstands dry spells.

IT RAISES THE GRADE

By being planted at one depth with a uniform covering, it all comes at one time and ripens evenly. No shrivelled grains.



Furnished with either Double Disc, Single Disc, or Shoes in 6 to 12 ft. sizes.

Monitor Double Disc Drills are the only Drills that cannot be clogged either in Mud, Gumbo or Adobe Soil, or in Weedy or Trashy Ground.

They are Light Draft, Size for Size, they require One Horse less than any other Drill.

Monitor Double Disc Drills require one-fifth less seed than other machines; they have increased, and usually will increase, the yield of wheat from three to seven bushels per acre (and other grains in proportion).

A Monitor Drill Contract is a valuable Asset. The thousands of satisfied owners of Monitor Drills effect a leverage unequalled by volumes of advertising. Send for 1912 Catalogue.

THE BEST EVER GANG

IS THE PACEMAKER OF WHEEL PLOWS.

The Moline Plow Co., Manufactured and Patented the first Three-Wheeled Plow and to-day the "Best Ever" is the standard of comparison for Gang Plows.

A Few "WHYS" that account for the popularity of this gang:

BOTTOMS. The well-known Moline Pattern backed by fifty years' experience in plow building.

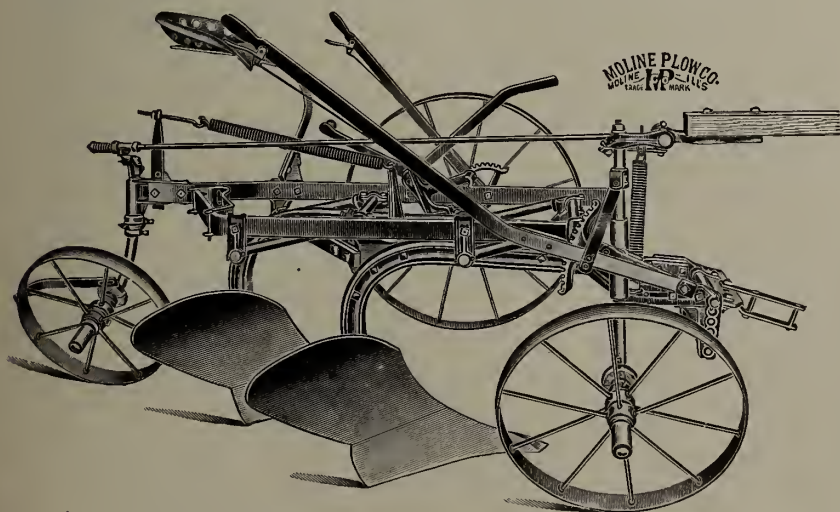
BEAMS. Heavy high carbon steel, strongly braced; no chance to spring.

FOOT LIFT. Simple and powerful, automatically levels frame when bottoms are raised. Quickly adjusted to suit a boy or a "long geared" man.

STEERING DEVICE. An ingenious invention affording absolute control without allowing the rear wheel to give any side motion to the pole.

REAR WHEEL ADJUSTMENT. Enabling the Operator to change the side set of the rear wheel in a few seconds.

SHARES. Acme unbreakable, soft centre steel. Guaranteed in the field and in the fire.



GUARANTEE.

Acme Steel Hardened Shares are warranted not to break under any condition where plowing for crop is being done. Shares guaranteed against breakage under same conditions of usage after blacksmith has drawn the temper, sharpened, heated to a cherry red and retempered same.

You are cordially invited to pay us a visit during Bonspiel, we shall strive to make it worth your while.

Canadian Moline Plow Co.

CALGARY

EDMONTON

WINNIPEG



R. McKenzie, President.



R. Mackay, 1st Vice-President.



F. J. Weed, 2nd Vice-President.

Winnipeg Wholesale Implement Association Annual Meeting

After another most successful year the members of the Winnipeg Wholesale Implement Association, convened at the Royal Alexandra Hotel, on Friday, 26th January, for the purpose of hearing the annual reports and electing officers for the ensuing term. There was a very representative attendance of those connected with the trade in the city, and President J. M. Reid, of the Ontario Wind Engine and Pump Co., presented in concise and pointed form the outstanding features of the year's work. He argued strongly in favor of greater interest on the part of the individual members, and urged the necessity of close attention to the various problems that effect the interests of those connected with the organization. While the shippers' section of the Winnipeg Board of Trade has to some extent curtailed the work of the association he showed the advisability of the members being at all times prepared to unitedly dispute the putting into force of any freight legislation detrimental to implement, vehicle and threshing houses. The same thing applied to the Canadian Credit Men's Association, which, during the past year or so, has become a vital factor in fighting for better legislation throughout the West, not only on behalf of the wholesalers, but also for business men generally. Mr. Reid pointed out the wisdom of the association being at all times prepared to deal with matters of law that vitally affect its members, as they come before the various legislatures of the West. He spoke in favor of determined

opposition to the proposed telephone rates as announced by the Manitoba Government Telephone Commission, and which are stated to become effective April 1st next. In closing, Mr. Reid thanked the executive board and members for the assistance and support rendered him during the past year. On the conclusion of his remarks, Mr. Reid was tendered the thanks of the association for the able manner in which he had administered the affairs of the presidency during his term of office.

The secretary-treasurer, Thos. W. Learie, then presented the annual statement, which showed the finances to be in their usual good shape.

The next business taken up was the election of officers, resulting in the selection of R. McKenzie, manager of the McLaughlin Carriage Company, and a charter member of the organization since its inception in March, 1901, to the office. That Mr. McKenzie brings to the position a thorough knowledge of the needs of the trade generally, and a keen appreciation of the value of unity is the universally expressed opinion of those connected with the trade. Mr. R. Mackay, of the Canadian Moline Plow Company, was appointed vice-president, and Mr. Fred. J. Weed, of the De Laval Separator Company, as second vice-president. Mr. Thos. W. Learie, who has occupied the office for the past few years, was again elected secretary-treasurer.

In the appointment of the executive board, representatives were not appointed for the time

being for the threshing section. This action was taken in view of the several changes taking place in the ranks of the managers of threshing houses. It is expected that representatives for this section will be appointed at the next regular meeting of the association. Those appointed for the Implement were S. S. Bean, American Seeding Machine Co., and M. J. Rodney, International Harvester Co. Messrs. H. W. Hutchinson, of the John Deere Plow Co., and E. A. Mott, of the Cockshutt Plow Co., were elected on behalf of the carriage interests. The association also appointed C. H. Whitaker, of the Massey Harris Co., and E. A. Mott, Cockshutt Plow Co., as delegates to the Winnipeg Development and Industrial Bureau.

On Friday, February 2nd, the executive board met in the office of President McKenzie, and appointed the following standing committees:—

Freight: E. A. Mott, chairman, R. Mackay, H. W. Hutchinson.

Legislation: J. M. Reid, chairman, D. J. Taylor, F. J. Weed,

Entertainment: M. J. Rodney, chairman, C. H. Whitaker, W. J. Thorpe.

Membership: F. D. Blakely, chairman, J. E. Clark, E. E. Lyday.

Sectional representatives: Harvester, M. J. Rodney, seeding machine, S. S. Bean; tillage, C. H. Whitaker; vehicle, H. W. Hutchinson; steam engine, C. S. Kinson, gas power, J. Britton; cream separator, J. Hansen.

Delegates to the Winnipeg Industrial Exhibition Association: J. Fuller, Sawyer and Massey

Co.; J. E. Clark, Robt. Bell E. and T. Co.

The association have determined to do everything possible to assist in a reduction of Western freight rates, and special sessions of the association will be called for the consideration of the question. The members are enthusiastic, and there are splendid prospects for a most profitable year.

Breeding Beneficial Insects.

In the grounds of the California state capitol at Sacramento is an unpretentious looking building of glass and concrete, commonly known as the "bug house," but officially designated the state insectary. The insectary consists essentially of a large inner court surrounded on three sides by glass-walled breeding rooms and storage rooms. On the remaining side are the offices, laboratories, and an educational museum containing exhibits of all beneficial insects and insect pests known in the state. The heating, lighting and ventilating arrangements of the insectary are perfect, so that temperature and other conditions in any apartment can be regulated to suit requirements.

The breeding of beneficial insects is really a less complicated matter than might be supposed. All that is necessary is a few specimens of the insect, and an abundant supply of its appropriate food. Then if the right conditions of heat, light and ventilation are supplied, the enormous reproductive powers of the insects may be trusted to take care of the rest.

The scientists in charge of the insectary keep the eggs, larvae and matured insects of all known beneficial species of importance in the state in "cold storage," that is to say, at a temperature that will keep them dormant, without injuring their vitality. Whenever a serious outbreak of any insect pest is reported in any part of the state, the first thing necessary at the insectary is to secure pest-infected leaves, twigs or fruit. These are placed in breeding cages along with the beneficial insect known to be the natural enemy of the particular pest, and the temperature regulated to the proper degree for insect development. The beneficial insects at once become active; and, finding an abundance of their appropriate food, they multiply with great rapidity. Within a very few days after receiving notice of the outbreak of the pest, the parasitologists of the insectary are ready to ship colonies numbering thousands of the insect which is

best calculated to bring the pest under subjection.

The basic idea of the insectary is that nature never created an insect capable of developing into a pest without creating another insect to act as its check, and preventing it from destroying all before it. This is, in a nutshell, the key to the new science of parasitism—to use "bugs" for fighting "bugs." The practical application of this science has enabled those in charge of the California state insectary to subdue the melon aphid, that threatened the entire destruction of the great cantaloupe, watermelon and cucumber growing industries of the Imperial Valley; the various aphid pests that infected the peach, apricot and apple orchards; the dreaded San Jose scale; the black scale on olive and citrus trees; the cottony cushion scale on citrus trees; the soft brownscale, the brown apricot scale and many other scale insects and plant lice that used to do great damage. There are still many insect pests for which the proper insect antidotes have not been discovered; but the parasitologists of the state insectary are quite convinced that the remedy exists somewhere in nature.

Waltzing Mice.

Among the many domestic pets of the Japanese are musical insects and waltzing mice. Hung in the verandahs of Japanese houses may be seen small, exquisitely cut bamboo cages, from which in the hush of dawn and at the close of summer days come quaint little whistlings, tinklings, and trills.

Usually it is at evening that the Japanese sit at their ease to listen to the music of their imprisoned insects. One called the "suzum-shu," gives out a kind of trill so delicate and clear as to sound like an etherealized bird's song.

One species of Japanese mouse may be said to be waltzing through the greater part of the waking hours of its life, never tiring, though its feet wear out in the process. This peculiar little rodent is black and white, and has pink eyes. Its chief peculiarity is that at a time when baby mice of other species are just beginning to move about this terpsichorean mouse is already able to waltz. Put together, these Japanese dancing mice will waltz in couples, and at times more than two will join in a mad whirl. So rapid is the movement of the dancers that it is difficult to distinguish their heads from their tails.

The Japanese believe that waltzing is as essential to the happiness of this mouse as mid-air somersaults are to the tumbling pigeon. An upright peg forms a convenient pivot round which the mouse

can whirl, but it is said that without any such guide they would not in several minutes cover an area larger than a dinner plate and they easily spin under a tumbler.

Howard's Garden City.

"The average Alabama farmer land, a striking example of the work of a man who represents a new school of political philosophy. Not longer ago than 1898 appeared a book in London by the name of "Garden Cities of To-morrow." It was the work of a man whose view was concerned with two important social problems. (1) The migration of rural communities to cities. (2) The congestion of population in great manufacturing cities. Howard's remedy for the second of these evils was to meet the unfortunate and almost inhuman congestion of old cities by building new ones. His plan was to get a large freehold estate near London or other great towns, and plan for attracting manufacturers to the new town, providing them at moderate rates with suitable space for factories, also reserving for each individual workman, trader, or resident a reasonable plot of ground, and maintaining all around the industrial centre a wide belt of agricultural land. Above all the founder laid down the principle that each land holder, which was practically every resident, should have a share reserved for him in the "unearned increment" which would accrue to the property of the town. The estate purchased included 3,800 acres of land, i.e., six times the area of the city of London proper. It has now 1,200 houses and a population of 6,000 souls. It has been supported by courageous manufacturers, of whom there are now 25 in the town. The leading motto of the promoter and his associates is "light, health, and efficiency." The town possesses gas, bulk electricity, supplies, churches, and halls, built and building, schools with large playgrounds, and an experiment in co-operative housekeeping. The result of this scheme is low rates, low rents and healthful conditions. It is stated that Garden City is easily the most healthful town in Europe. The infant mortality in 1910 was 54.5 per 1,000, as against 68 in Worthing, 75 in Bournemouth, 96 in Brighton, 107 in London, 144 in Middlesborough, and this when many of the parents of the children came from social conditions so entirely different.

"Facts are to the mind as food to the baby."

"Awake, my country, the day of dreams is done."

"Canada, a land of faith and freedom, where the men who toil are kings by right."

A Growl.

The following growl is from a Southern newspaper which evidently believes Southern farmers should diversify their crops:

"The average Alabama farmer buys canned and dried fruits, likewise other canned and dried goods. He gets up at the alarm of a Connecticut clock, fastens his Chicago suspenders to his Detroit overalls, washes his face with Cincinnati soap in a Pennsylvania washpan, sits down to a Grand Rapids table and eats Indiana hominy fried in St. Joseph lard on a Detroit stove. Then he put a St. Louis bridle on a Tennessee mule and plows a farm covered by an Ohio mortgage. When bedtime comes he reads a Bible printed in Chicago, says a prayer written in Jerusalem, and crawls under a blanket made in New Jersey, only to be kept awake by an Alabama dog—which is about the only home-raised product on the place."

Free speech is no excuse for talking too much.

Some men think they are devoted to their wives if they see them for a moment at breakfast.

The Salesman's Creed.

To believe in my proposition, heart and soul; to carry an air of optimism into the presence of possible customers; to dispel ill temper with cheerfulness, kill doubts with strong convictions, and reduce active friction with an agreeable personality.

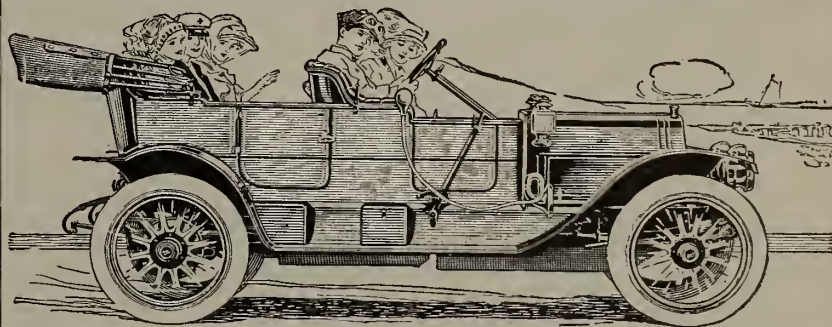
To make a study of my business or line; to know my profession in every detail from the ground up; to mix brains with my efforts and use system and method in my work. To find time to do everything needful by never letting time find me doing nothing. To hoard days as a miser hoards dollars; to make every hour bring me dividends in commissions, increased knowledge or healthful recreation.

To keep my future unmortgaged with debt; to save money as well as earn it; to cut out expensive amusements until I can afford them; to steer clear of dissipation and guard my health of body and peace of mind as my most precious stock in trade.

Finally, to take a good grip on the joy of life; to play the game like a gentleman; to fight against nothing so hard as my own weakness, and to endeavor to grow as a salesman and a man with the passage of every day of time. This is my Creed.—Johnston's Magazine.

THE CAR YOU OUGHT TO HAVE AT THE PRICE YOU OUGHT TO PAY

THE MITCHELL



Model "T," \$1675, Fully Equipped.

35 h.p.; Five Passenger; 115 in. Wheel Base with 34 in. x 4 in. Tires

It is now seventy-seven years since the Mitchell Manufacturing interests first engaged in the building of High Grade Vehicles. It is eleven years since they commenced building Automobiles. Thus the accumulated experience of three-quarters of a century, and the special facilities and methods that have developed during that time, enables them to give the exceptional values they are now offering.

SEE THE FULL LINE DURING BONSPIEL
AT OUR SHOWROOMS, Cor. KING and JAMES STS.

A. C. McRAE, Winnipeg

BRANDON.

An important change in the management of M. Rumely Co. has just been made, by which M. J. Carruthers, formerly general agent of the company here, is appointed general agent of the Canadian Advance Thresher line of the Rumely Company, in Winnipeg, and will move with his family to that city in the near future. He takes with him the good wishes of a host of friends in Brandon. The M. Rumely Company has acquired the building formerly occupied by the North-West Thresher Co., on the C.P.R. right-of-way west of Eighteenth Street, and expect to have a complete line of their goods ready for exhibition by the time of the opening of the Winter Fair. D. H. Briggs will be in charge of the demonstration and sales department and W. A. Hartshorn will look after repairs. A general agent has not as yet been appointed, but it is anticipated that the entire staff will shortly be re-organized, and a large business is looked for.

The International Harvester Company has opened a school here for farmers and their sons, and a complete course in handling both portable engines and

tractors is afforded. During the last week in January over 125 pupils were in daily attendance, and the interest thus shown will prove to be beneficial to those who have availed themselves of the opportunity. The instructors are G. H. Reekie and A. Robson, who are assisted by E. B. Gass and R. L. Turner. So successful have the classes been that the company has decided to continue them throughout the remainder of the winter months.

W. G. Mitchell, of Fergus, Ont., arrived in the city recently. Mr. Mitchell is one of Beatty Bros. oldest travellers, and will spend some months in the West in the interests of the Brandon branch.

Farm lands contiguous to Brandon are bringing very high prices, as instanced by the sale of the Shaw Farm two miles from the limits, for the sum of \$36,000. Mr. Shaw homesteaded this half section 30 years ago, and has resided on it continuously.

Several important deals for city property have been put through within the last few days, Brown and Mitchell, hardware merchants, purchasing 19 feet on Rosser Avenue, adjoining their present building, at \$1,200 per foot, and McClement and Beer,

of the Reliance Machine Works, the south-east corner of Tenth Street and Pacific Avenue, opposite the new C.P. Ry. station, 50 by 100 feet, for \$20,000. This property was purchased a few years ago for \$800.

The premium list of the Manitoba Winter Fair and Fat Stock Show, to be held March 2nd to 8th, has been printed, and is now being mailed to all parts of the West and Ontario. Many very valuable prizes have been donated by different firms, both in cash and goods, and make up one of the best premium lists ever offered.

The street car franchise is again under consideration by the City Council, three offers from different parties having been placed before them, which are being carefully considered.

The Brandon Bonspiel was opened up on the 29th January, and is being well patronized by outside rinks, and a good week's play is expected. The implement dealers, as usual, are well represented, and will no doubt make themselves glad by taking home some of the best jewelry.

The grain growers have again had their annual convention in Brandon, at which there was a very large gathering. Matters of importance to the farmers were generally discussed. The women suffrage question was introduced, with a motion in favor of votes for women on equal terms with men, when put to the meeting was carried with shouts and cheers. A resolution to punish the Canadian implement manufacturers by agreeing to only purchase American implements, caused some hot discussion, and when

put to the meeting was ordered to be laid on the table for a year. It was decided by a very large vote to hold the convention in Brandon again next year.

The Williams Shoe Company, Ltd., of Brampton, Ont., will in the course of a few weeks open up a Western branch in this city. W. G. Downing, who has had charge of their Western business for some years, will be manager, and attend to the distributing of goods.

The first car load of furnishings for the new Prince Edward Hotel, just completed by the C.N.R., has arrived from George Gale and Sons, Waterville, Que., and other consignments are expected daily.

The prospects for good business this year look at the present time all right, drill sales especially being reported as ahead of last year at this time, but no money is being paid, all dealers reporting a considerable shrinkage as compared with last year, but they are still hopeful that considerable will yet be paid between now and the 1st of June.

Town Goes Into an Industry.

San Diego, Cal., is said to be the first American city to take up scientific forestry as a municipal enterprise. The city owns 7,000 acres of waste land, a heritage from the time when it was a Mexican pueblo. This tract is now set aside for growing eucalypti, and last spring 40,000 seedlings were planted.

Eucalyptus is very valuable and takes the place of many of the more familiar hardwoods that are becoming so ex-

DUNHAM'S Canadian Soil Packer

**Makes Sales for Dealers
and Money for
Farmers**



Break up the lumps, pulverize the top soil, pack the sub-soil, smooth off the field and leave a perfect foundation for an even-growing Crop.

The Dunham is the only Packer having Weight Boxes.
The Dunham is the only Packer having a Steel Frame.
The Dunham is the Packer having dust proof Bearings.
The Dunham can be used with Horses or Traction Engines, see cut, showing how poles may be put together for attaching to engine.
The Dunham is Light-Draft.
The Dunham DOES what others CLAIM to do.
The Dunham is the BEST KNOWN Packer in the World.
The Dunham is made in 3 sizes—16, 22, and 24 wheels.

Write us for particulars if you want a good Agency

Dunham has over 300 sizes and styles of Land Rollers, Surface and Sub-Surface Packers, Lawn, Golf and Road Rollers.

The American Seeding Machine Co., Inc.
WINNIPEG, Man. Dept. 1

Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager.
Saskatoon, Sask.

TRANSFERRING and STORAGE



GOODS OF EVERY DESCRIPTION RECEIVED,
STORED AND TRANSHIPPED TO YOUR ORDER.
PARTICULARS AND PRICES ON APPLICATION.



WINNIPEG STORAGE and FORWARDING CO.

937 LOGAN AVENUE

WINNIPEG

pensive; it grows with truly tropical rapidity; it will stand an enormous amount of cutting and seems to thrive under it, and a grove once well started apparently will last for ever.

In San Diego, says the Survey, the more optimistic taxpayers are looking forward to a time when the forest will relieve them of all taxes, and perhaps even pay them for being citizens of San Diego! They are not the only people in an American city to be congratulated on doing good municipal business.

July 6th, 1911, the Detroit House of Correction passed its fiftieth milestone. During the last 32 years over \$1,000,000 in profits were turned over to the city of Detroit, to the families of prisoners and to the prisoners themselves. Since 1880 the city of Detroit has annually received sums ranging from \$9,016.83 to \$52,711.64.

The original expenditure by the city of \$189,841.36 has been turned back into the treasury of the municipality, the institution has paid its own way, and in the 50 years showed a fine balance of \$1,254,178.15. In addition to this showing the prisoners since July, 1901, have been receiving financial benefits ranging from \$5,958.14 to \$9,670.38 annually.

In addition to amounts paid the prisoners, some of which are sent by the men to their families, provision is also made for the families of those who are imprisoned on the charge of abandonment. This is accomplished under a statute which provides that \$1.50 a week for the wife and an additional 50 cents for each child under 15 years of age be paid them out of the funds of the institution.

Rosthern District.

The careful application of Seager Wheeler, who last year had the honor of raising the finest specimen of wheat in the world, to the vocation that he has made a life study, has been the means of interesting almost unlimited British capital for the purpose of colonizing the lands adjacent to the community in which he conducts his farming operations.

W. K. Steadman, chairman of the British Eastern Investment Company, of London, which was organized with a capital of nearly half a million dollars, for the purpose of investment in the Orient, together with Sir George Whitehouse, an engineer of world repute, recently visited this locality, and incidentally the farm of Mr.

Wheeler, and were so impressed that negotiations are now under way for the purchase of some thousands of acres from the Canadian Northern Railway. Only the best classes of English and Scotch farmers will be brought out and settled on the land, the first of whom are expected to arrive in the early spring.

J. I. Case Company.

A new company of the above name has been recently incorporated. The principal aim of the new incorporation is to further the effectiveness of the sales department of the J. I. Case Plow Works.

At many distributing points the last named firm is handling merchandise lines, as well as goods of its own make. The name, J. I. Case Company,

covers generally all goods which are so handled at such points.

Articles of incorporation call for a capitalization of \$100,000. The incorporators are Jerome I. Case, Roy I. Case and Henry M.

Wallis, Jr. All three men are grandsons of J. I. Case, the founder of the J. I. Case Plow Works. Mr. Wallis, Jr., is the son of the well known president of this company.

Planet Jr.

Two million workers the world over testify to the durability, economy, labor and time saving advantages of all Planet Jr tools. Wherever you are, whatever you grow, Planet Jrs are scientific aids to bigger profits. Made by a practical farmer and manufacturer. Every tool guaranteed.

No. 25 Planet Jr Combined Hill and Drill Seeder, Double Wheel Hoe, Cultivator, and Plow, capital for large-scale gardening especially, has automatic feed-stopper, seed index, and complete cultivating attachments. *Indestructible steel frame.*

No. 16 Planet Jr Single Wheel Hoe, Cultivator, Rake, and Plow is light, handy, and adapted to almost every garden use. Has leaf guard for close work and lasting steel frame.

FREE! A 64-page illustrated farm and garden book! It's brimful of valuable farm and garden hints, besides showing 55 tools for all kinds of cultivation. **Write today!**

S L Allen & Co
Box 1108Z Philadelphia Pa

WRITE FOR NAME OF OUR NEAREST AGENCY.



The GOLD MEDAL Winner

"FLOUR CITY" TRACTOR

Others may claim **FIRST** in this or **FIRST** in that, but after all is said, it is only the winner of the Gold Medals that count for anything in the **WINNIPEG CONTESTS**. It is the highest prize, is sought after by all, and only awarded to the one that excels in the various tests to which it is subjected.

The **"FLOUR CITY"** won these medals because of its correct design and construction in which is embodied the most advanced features to insure dependability, power, strength and economy. Being one of the first in the field, it could not profit by the experience of others, but the **"FLOUR CITY"** tractor has been brought up to its high state of efficiency by keeping ever-lastingly at it, when others were in doubt.

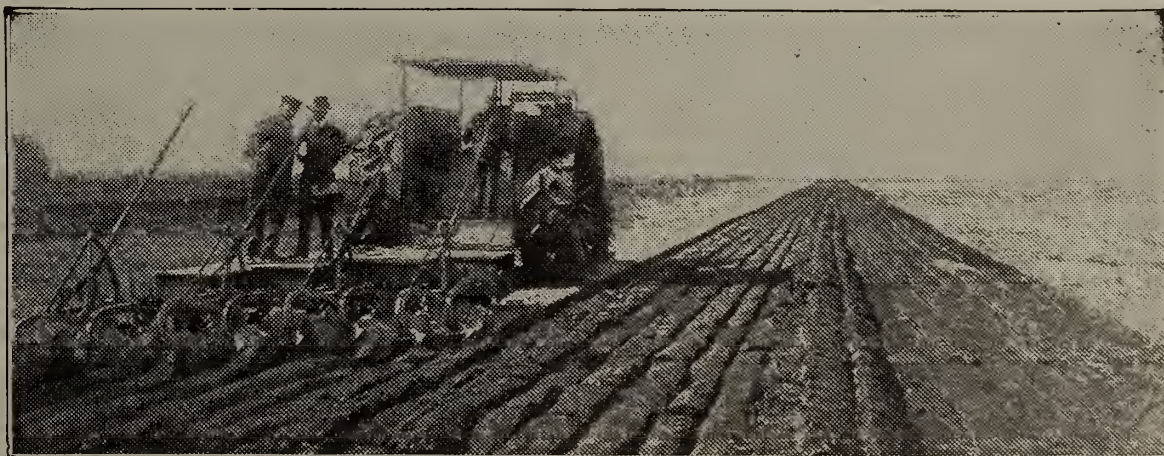
The performance of the **"FLOUR CITY"** in these contests covers a period of four years, in which it carried off the gold medals, rightly classes it as the highest type of gasoline-kerosene tractors.

Built in three sizes, viz., 20, 30, and 40 h.p.

Our Agency proposition is liberal. If interested send for Catalog and detailed information.

KINNARD-HAINES CO., 830 44th Ave. N., Minneapolis, Minn., or

ONTARIO WIND ENGINE & PUMP CO. Limited
Toronto, Winnipeg, Calgary, Dominion Agents.





Winnipeg Offices of the John Deere Plow Co.



Vehicle Show Room of John Deere Plow Co., at Winnipeg, Second Floor.



Implement Show Room of John Deere Plow Co. on Main Floor of Winnipeg Building.

Home of John Deere Plow Co.

Every visitor to Winnipeg, who has the slightest interest in farm machinery, should not leave the city until he has visited the show rooms of the John Deere Plow Company on Princess St.

Outwardly the imposing building is an impressive one, even in a city in which "sky scrapers" are becoming quite common, but the real import and significance of the John Deere organization is to

be found within the walls, rising six stories high, which provide for something like 72,000 square feet of floor space.

Some time ago we gave our readers exterior illustrations of the Deere warehouses. Since then they have been added to, both in size and number at many

distributing points. The reproductions given on this page are of the head offices and show rooms at Winnipeg, but any pictorial rendering that can be made will give but a remote idea of the imposing effect of their splendid assembly of vehicles, plows and cultivating implements, as well

as hay and grain harvesting machinery for the "conquest of the land."

It is no figure of speech to say that the John Deere show-rooms contain a most satisfactory exposition of agricultural implements and machinery, and a visit to it has an educational value to the implement dealer, if one has but the time to concentrate his mind upon the special, and it may be to him vital, points of the particular articles he is desirous of inspecting. Here he is given an opportunity as everything is arranged in a systematic way without crowding, and so that every detail of any particular machine may be seen in a good light.

The plow and tillage implements of this historic house are known the world over, but there is scarcely a detail of farm economy that may not be found within these walls. The buggy display represented on the foregoing page includes some of the finest types of horse vehicles made today for city or farm, and the brand new line of harvesting machinery is one of peculiar interest to every dealer in the West.

"Truth fears nothing but concealment."

Introduction of Aerogen Lights.

There is no doubt that the use of acetylene as an illuminant has contributed greatly to the comfort of living in New Zealand rural localities, and has favorably affected the majority of the people of the country not resident in the leading cities. The only serious drawback to its popularity is the danger of explosions, but this seems to diminish as the system is better understood, and more care is exercised. Aerogen or air gas, which has lately been introduced, may prove as formidable rival to acetylene, as it is said to be non-explosive and the least detrimental of all gases to the purity of the atmosphere. It is produced by the mixture of gasoline vapor and air in a weight-driven water-pressure blast machine made in England.

The apparatus works automatically. As soon as the gas is used from the pipes anywhere, the machine is set in motion and the more the gas is used the faster it works. As soon as all the taps are closed the machine stops, and all formation of gas ceases. The machine itself occupies small space, and the care necessary is slight. It is said that fire insurance companies will allow it to be installed free of extra insurance.

The Many-Sided Minister

In a little Kansas town there is a minister who is a "jack of all trades." He is also postmaster, runs a general store, is president of the county bank and is a lawyer. On one occasion a travelling salesman sold him, in his capacity as town merchant, a lot of jewelry. When it came it was not as represented and was returned to the house, which however, undertook to collect the bill. First, the wholesale house drew a sight draft on the merchant through the bank, which was returned unhonored. Then a letter was addressed to the postmaster inquiring about the financial standing of the merchant. The postmaster reported the merchant O.K. Finally the account was sent for collection, addressed to the leading lawyer. Then the minister took his pen in hand and wrote as follows:

"The undersigned is the merchant on whom you attempted to palm off your worthless goods. The undersigned is president and owner of the bank to which you sent your sight draft. The undersigned is the postmaster to whom you wrote, and the undersigned is the lawyer whose services you sought to obtain for your nefarious business. And if the undersigned were not also the pastor of the church at this place he would tell you where to go."

Peat as Fuel.

The Dominion Government has been experimenting for some time with the large peat deposits that are found at Alfred, in Ontario; a quantity of the manufactured product was shown at the Ottawa Fair last summer, and about one thousand tons were placed on the market where it found ready sale.

It is stated that peat burns readily, leaving no residue and a very small amount of ash; it can be prepared for use at a low cost, and in view of the appreciable increase in the cost of coal, and the strikes that have so affected its production in the past few years it is commendable to note that official attention has been attracted to the need of a suitable substitute.

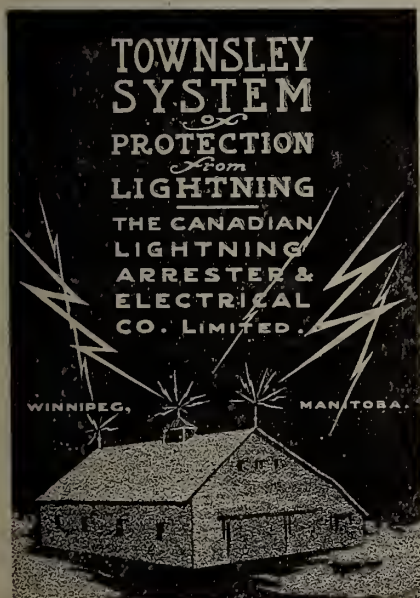
The manufacturers of Brantford have made overtures to the Government to allow them to take up the experiments, especially in the improvement of machines with which to convert the raw peat to a condition that will make it adaptable to the uses for which it is required, and have agreed to expend the sum of \$50,000 in so doing if their request is acceded; it is also understood that the C. P. R. is desirous of acquiring the property in which case it is probable that the entire output will be marketed in Montreal.

The Townsley System Proposition to Implement Dealers is a Winner.

Come to see us during Bonspiel!

Let us explain it to you!

During the past three years hundreds of buildings in Western Canada have been equipped with the Townsley Lightning Arrester System, not one of which has been damaged by lightning.—Does this not prove, beyond the shadow of a doubt, the merit of our system?



The demand for absolute protection from lightning has been created,—why not participate in the profits with us? Be one of the many who are building up a profitable addition to their implement business by handling our system.

If you want to carry the right goods—we have them—they are so right that we guarantee them without equivocation, and we back this guarantee up.

Call and see our artificial thunder storm,—see its effect on the unprotected building,—it will interest and instruct you.

THE PROTECTION AFFORDED BY THE TOWNSLEY SYSTEM OF COPPER CABLE LIGHTNING ARRESTERS IS CONCEDED BY FIRE COMMISSIONERS AND INSURANCE COMPANIES TO BE ABSOLUTE.



The HELPMATE Gasoline Self-Heating Sad Iron is all the name implies. It fills a long-felt want to the busy house-wife; a half pint of gasoline heats it for 2½ hours, fully guaranteed. A QUICK SELLER.

Canadian Lightning Arrester and Electric Company Limited
199 Main Street
O. W. TOWNSLEY, Manager.
WINNIPEG

Annual Convention.

Implement dealers, be it known that ye are hereby notified to appear at the Annual Convention of the Interprovincial Retail Implement Dealers' Association, which will be held in the Royal Alexandra Hotel, Winnipeg, on Wednesday, February 14th, commencing at 10 o'clock a.m.

Conventions are of the utmost importance and interest to the members of the trade in whose behalf they are held; attendance is vitally essential to their success and it is hoped that no effort will be spared by dealers, whether members or not, to be in Winnipeg on the date mentioned, and by attending assist in making the convention of 1912 one to be remembered for many a day.

Matters pertaining to the welfare and advancement of the implement business will be given free discussion, and a program has been arranged that will prove to be interesting and instructive. On account of the fact that the convention is concurrent with the Bonspiel, special railway rates are an added inducement to attend, and it is hoped that all who can arrange to do so will immediately notify the secretary, F. D. Blakely, 822 Union Bank, Winnipeg, who has charge of the arrangements, to that effect, in order that there may be no lack of accommodation.

Luncheon will be served at one o'clock in the hotel.

Vagaries of Telegraph Tariff.

The man of ordinary intelligence has long since given up the task of attempting to determine the basis on which freight and express companies compile their classifications and tariffs, but the recent investigation into the ways of the telegraph companies that are doing business in Canada appears to show that if the methods of railway companies are vague, those of the telegraph people are indeed extraordinary.

It is about time the business men of the West, who have stood for this sort of thing so long, got together and made some kind of pre-concerted movement; if not to alter the tolls that are now demanded, to, at least, have shown why discrimination is being made against them.

In the matter of ocean cable messages; at the present time a message sent to England or Scotland from Ontario is charged



**THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter
WINNIPEG, CANADA, FEBRUARY, 1912.

to the sender at the rate of twenty-five cents per word, of which amount the inland company receives four cents per word, and the cable company twenty-one cents; from Manitoba the charge is thirty-four cents per word; of this the inland company gets nine cents and the cable company twenty-five, although the service performed by the cable company remains the same.

It would require something more than the philosophy of a Philadelphia lawyer to argue the fairness of such an arrangement, but the patrons of telegraph companies apparently do not seem to raise any concerted objection to paying the added amount, which is palpably a hold-up pure and simple, and so long as they pay the charges asked without questioning the correctness thereof, so long will they continue to be robbed.

Think this Over.

Thirty thousand dollars is a lot of money. Newspapers speak, off-hand, of huge operations involving millions, and we have learned to think easily in six or seven figures, because the business we are in requires large capital. But just the same thirty thousand dollars is a lot of money. The man with thirty thousand in real cash is a financial power. Get the amount fixed in your mind—thirty thousand dollar bills—fifteen thousand two dollar bills—six thou-

sand five-spots—three thousand tens—fifteen hundred yellow-backed twenties. Think of it in terms of the actual paper, and it assumes its true value.

Now, any man who is earning \$150 a month is worth thirty thousand dollars. He is worth it because he is earning as much as the thirty thousand could earn with safety. Looking at yourself from that angle—as capital invested—you are likely to get a new perspective. Instead of weighing yourself in the scale with Tom, Dick, or Harry, whose salaries and jobs are loosely comparable with your own, you find yourself measured with an inflexible standard.

Again, looking at yourself thus as an investment, some questions occur: Are you "safe"? Would you put thirty thousand dollars on yourself right now, assured that principal would not depreciate nor interest reduce? Is the collateral ample, and in case of panic or hard times could you continue to realize upon yourself at par? These are mighty pertinent and valuable questions for the young man in business to ask himself occasionally.

Every financial investment requires attention and even Government bonds fluctuate. A really good investment always appreciates. A really wise investor is always increasing his margin of safety by diversity, or by putting his surplus into something of greater stability or convertibility. The same laws should govern the man with respect to himself as an

investment. He should have earning power apart from the immediate job in hand—preferably the power to seize the next job above. He should reinvest his surplus energy and experience, as insurance both for stability in his present work and convertibility into some co-related line of endeavor.

To study yourself as an investment means two things—a truer appreciation of your present value and dispassionate analysis of your future. Try it, it is worth while.

Don't Neglect Your Buggy Trade.

The vehicle dealer who is not making as great an effort to sell buggies as he formerly did is not living up to his opportunities says Carriage Monthly.

Because a considerable number of people have bought automobiles the dealer is likely to think that going after buggy business in his territory is hardly worth the while.

But it is worth while, and the dealer who puts forth the effort is still selling practically as many buggies as he ever did.

Let the dealer take a list of the farmers in his county and check off the names of those who have bought motor cars, and he will be surprised to know that their number constitutes a small percentage of the entire list. The greater number of the names can still be kept on the dealer's active list of buggy prospects. Even some of those who have purchased automobiles will still buy buggies.

With the young man, especially, the automobile has not taken the place of the buggy for a nice ride with his best girl on a moonlit Sunday night, and with many others who are no longer young men the horse and buggy are still too popular to be superseded by any other style of conveyance.

Buggy riding will not go out of style—not yet—even though a few of the dealer's customers do buy automobiles. The motor microbe has not inoculated quite all of the regular vehicle users.

When the dealer finds a customer who has the automobile "bug" well developed, let him sell that man an automobile. Let him sell all the automobiles he can, and make all the money he can in that direction, but at the same time keep the buggy trade going and remember that this staple article is still the backbone of the vehicle business.



Geo. E. Duis.

George E. Duis, the subject of the above illustration, has recently established a business in Winnipeg, bearing his name, he being president of the new company to handle agricultural implements, gasoline tractors and automobiles. Mr. Duis has been for many years engaged in the implement business in North Dakota. He was in 1889 associated with the Gaar Scott Co. as general sales manager, and since 1897 has been conducting a jobbing business in a large way at Grand Forks, N. D., where he is well and favorably known among the wholesale and retail trade, not only in a business way, but also as an active worker for the promulgation of retail implement dealers' associations.

It will be remembered by the older members of the trade in Winnipeg that some years ago Mr. Duis addressed the Retail Implement Dealers at their annual convention, on the subject of mutual insurance, of which he is an enthusiastic and eloquent exponent; he has been interested in this department of association work for years, acting as secretary of the movement in North Dakota, and is now president of the Mutual Insurance Company, formed in connection with the association of retail dealers in that state.

The new firm will handle the product of the Minneapolis Threshing Machine Co., which includes the Minneapolis Gasoline Tractor and the Minneapolis Thresher Separator, together with a line of agricultural implements, and in addition will control the sale in Western Canada of Michigan Automobiles, built by the Michigan Buggy Co., of Kalamazoo, Mich.

We welcome this concern to Winnipeg.



J. J. Flynn.

The above is an excellent likeness of Mr. Flynn, the manager of Geo. E. Duis Co., the latest addition to the wholesale implement fraternity in Winnipeg.

Mr. Flynn is no novice in the thresher game, having at an early age joined the staff of the Champion Harvester Co. at St. Cloud, Minn. From this firm he went to the Diamond Iron Works of Minneapolis; in 1902 he went on the road and travelled for the Maple-Bay Wind Stacker Co., of Crookston, Minn., being appointed to the position of secretary-treasurer of that concern in 1907, which position he has held until his appointment to the management here of the Geo. E. Duis Co.

We welcome Mr. Flynn to Winnipeg, and sincerely wish him every success.

Resourcefulness.

A motorist of mechanical trend the other day faced the problem of a broken gasoline pipe without apparent means of repair, leaving him to all intent helpless many miles from his destination. After casting about for some way of making temporary repair he hit upon the idea of breaking off his pipe stem, whittling the ends so that they fitted the tube, and made a joint that, with the aid of a string to keep the sections from jarring apart, enabled him to make a garage.

It is remarkable to note the number of motorists that are absolutely at sea in case of accident on the road; it is only consistent to think that the mechanical advantages the automobile extends would induce a mechanical education to some extent on the part of the owner, yet it is a fact that the average knowledge displayed is limited to the location and means of access to the gasoline tank.



L. D. Logan

L. D. Logan, who has been in the employ of the Sharples Separator Company for some ten years, has recently been appointed manager of the Canadian branch of the business. During the first four of these ten years Mr. Logan was associated with the Chicago office of the Sharples Separator Company. At the end of that period he was appointed assistant manager of the Toronto, Canada, offices and factory, which position he filled for three years. At the beginning of 1909, the Sharples Separator Company established a branch office in Winnipeg, Canada, and Mr. Logan assumed the management of that office, holding the position up to the present time. He has now been appointed manager of the Canadian business, and has returned to the Toronto offices and factory. Mr. Logan's long experience, both in Eastern and Western Canada, has admirably equipped him to fill with credit and distinction his new position.

World's Money Supply.

The Saturday Evening Post is authority for the statement that at least one quarter of the world's supply of money is held in the United States. It states that bank deposits for the fiscal year just closed amounted to over \$16,000,000,000.

Of this amount at least one-half is in the possession of the banking centres of the states of Massachusetts, New York, and Pennsylvania, the state of New York holding premier honors.

Personals.

John Ness is now selling farm machinery at Stanhope.

John Chester is commencing an implement business at Killarney.

J. M. Madison is commencing an implement business at Pelly.

Locke and Scott, Nanton, have sold out their business to J. J. Windle.

Another new implement business is that of Hay, Pine, and Co., at Kindersley.

Ralph Ayres has taken over the business at Ewart, formerly conducted by C. Craig.

W. G. Jackson and Co., of Jarow, have disposed of their business to D. W. Wyatt.

John Parr, who has been selling implements at Castor, has sold out to D. G. Harman.

A new firm that will sell implements at Yeoman is that of W. D. Millveigh and Co.

J. A. and P. A. Stahl are commencing an implement business at Borden; we wish them luck.

C. A. Baldwin, the implement dealer at Longworth, has sold a half interest to Mr. Tetrault.

The Saskatchewan Foundry and Machine Co. of Saskatoon has sold out to the Western Foundry Co.

It is reported that Donovan and McCrea, Bow Island, have sold their implement business to Dien Bros.

A new implement business is commencing at Edgerton, under the management of Jos. C. Macleod.

We understand that the partnership business of Martin and Miller, Darlingford, has been dissolved.

Thos. McIntyre now conducts the business at Oakville, formerly under the management of Wm. Nixon.

Thos. Shepherd and Sons have acquired the business at Erskine, formerly conducted by Morrison and Knechtel.

H. Carscaden, of Davidson, has sold the branch of his business that he has conducted at Imperial to Sled Bros.

John Peace continues the business which was formerly known under the name of Peace and Lemezek, Hubbard.

E. H. Stevens will continue to conduct the business formerly run under the name of Stevens and Cock, Darlingford.

McPhee Bros. now own the implement business at Whitewood, formerly conducted by McPhee and McCormick.

It is stated that C. S. Sheppard, of Angusville, has transferred the management of his business at Birtle to A. J. Sheppard.

Holtorf and Erickson, Zelma, have sold out to J. C. Holtorf.

Rogers and Lock have commenced an implement business at Yorkton.

John M. Schank has opened up at Shoal Lake. Good luck to you, John.

McCheane and Grabb have opened an implement warehouse at Borden.

John Patterson, Carievale, is succeeded in the implement business by S. Washburn.

It is reported that Bain Bros., Elbow, have sold their implement interests to Thos. Munro.

Snyder and Shauver, who have been selling implements at Pincher Creek, have sold out to J. J. Hepner.

White and McManes is now the firm name of the concern formerly conducted by Norman White, Alexander.

Mahoney and Armstrong have commenced an implement business at Champion. We wish them every success.

The business of W. N. Scarrow, Rathwell, has been taken over by Fulsher and Goddard, who will continue it.

F. J. Weed, manager of the De Laval Separator Co., has just left for New York, and expects to be gone about a month.

Robertson and Birt have purchased the stock in trade and good will of Angus Robertson, implement dealer, at Foam Lake.

R. Cochrane, one of the assistant sales managers of John Deere Plow Co., Winnipeg, is spending a month in Southern California.

Williams Bros.—Butchart Co. of Plumas suffered the loss of their stock and warehouse recently by fire; we extend our condolences.

W. H. Tubman, who has been running both a harness and implement business at Rouleau, has sold out the implement end to G. A. Webster.

We regret to report that Booth Bros., implement dealers at McGregor, have suffered the loss of their warehouse and stock by fire.

The Tudhope Anderson Company have opened a new branch at Edmonton, and will use it as a distributing centre for that part of Alberta.

The Manitoba Gazette records the incorporation of a new manufacturing concern in Winnipeg, to be known as the Canadian Grain separator Co.

The Moose Jaw Machine Works Limited have amalgamated their interests with those of the Saskatchewan Bridge and Iron Works Limited.

J. S. Ingram will in future manage the business formerly

known under the name of Ingram and Ingram at Brooks having bought his partner's interests.

T. J. Boyce who has been conducting a blacksmith shop and implement business at Somerset has sold an interest in the concern, the new firm being Boyce and Bamforth.

C. T. Halliday is now in sole control of the implement business formerly conducted by himself and Mr. Noble at Pangman, the latter gentleman having changed his vocation.

Lutz and Geisinger have opened an implement warehouse at Holdfast; if the name of the town is indicative of the trade that they will do it is not necessary for us to wish them luck.

We understand that the Tudhope Anderson Company have secured the agency for the "Twin City 40" gas tractor, made by the Minneapolis Steel and Machinery Co., Minneapolis.

It is reported that Birch and Branan have sold their harness and implement business at Craik to Matheson and Leishman, who will continue to sell farm machinery at that place.

I. J. Haug, president of Haug Bros. and Nellermeoe, is on a six weeks vacation in the South, making an extended trip to Panama, Cuba and points in the Southern States.

Geo. Estabrooks, who has been handling a well known make of farm implements at Gull Lake, has extended his business, and will this year handle a complete stock of different makes.

O. H. Hezzlewood, manager of the Toronto branch of the McLaughlin Carriage Company, and also a director of that firm, spent a day or so in the city on his way West, and will return for Bonspiel.

D. J. Taylor, Winnipeg manager for Goold, Shapley & Muir, has just returned from Brantford, after spending a week or ten days at the home office and factory of his firm. He reports that preparations are being made to handle the largest year's business in the history of his company.

A. Legresley, manager of Burridge, Cooper and Co., is spending a month in the South, during which time he will visit the Geiser Mfg. Co., of Waynesboro, Ky., the Ohio Motor Co., of Sandusky, Ohio, and several other concerns with whom his firm is connected.

A. Hensel, of Chicago, accountant for the Empire Cream Separator Company, has returned home after spending a few days at the Winnipeg branch. Mr. Hensel visited Western Canada for the

first time, and takes home with him very strong impressions of the vast possibilities of the country.

S. E. Greenway, for many years editor of the Weekly Free Press and Prairie Farmer, has resigned this position in order to connect himself with the staff of the Saskatchewan Agricultural College. Mr. Greenway was the recipient of a presentation on leaving the Free Press, and every member of the staff joined in wishing him all success in his new field.

John Hearn, who has been for seventeen years connected with the Waterloo Manufacturing Co., of Waterloo, Ont., and Portage la Prairie, has severed his association with that company as manager, and has gone to Stratford, where he will remain until about the 1st of July, returning to Winnipeg to open a branch here for the McDonald Thresher Company, of which he will be in charge. We join with Mr. Hearn's many friends in wishing him every success.

Notice of Annual Meeting.

The following circular letter has been mailed to all members of the Interprovincial Retail Dealers' Association, and it is desirable that acknowledgments will be made promptly by those who will attend the convention, to the secretary, at 822 Union Bank Building, Winnipeg.

Winnipeg, Feb. 6, 1912.

To members of the Interprovincial Retail Implement Dealers' Association,—

You are requested to attend the annual meeting of the Interprovincial Retail Implement Dealers' Association, which will be held in the Royal Alexandra Hotel, Winnipeg, on Wednesday, February 14th, commencing at 10 o'clock a.m.

As matters of special interest to the whole implement trade of Western Canada will be brought up, and plenty of time allowed for the discussion of all topics that may be introduced, in addition to the program set forth below, it will, therefore, be to the advantage of yourself and the trade in general that you attend this meeting.

The programme will be as follows:

Secretary's report.

President's address.

Election of officers for the ensuing year.

Question box and discussions on matters of interest to Association and trade.

Luncheon will be served at one

o'clock, and in order that arrangements may be completed in this connection, it will be necessary that you notify the secretary if it is your intention to be present. This is imperative, as we must state how many there will be and must pay for that number whether present or not.

Each member is urged to secure at least one new member, collecting from him the annual fee of \$5.00 to hand in at the convention, so that the Association may start the year with a substantial paid membership; of those who cannot attend it is requested that they remit the amount of fees owing on or before that date.

Trusting that you will make every effort to attend the meeting, and that you will at once acknowledge upon the enclosed post card receipt of this communication, stating thereon whether you will be present, I am,

Sincerely yours,

F. D. Blakely,

Sec.-Treas.

822 Union Bank Building,
Winnipeg.

New McLaughlin Manager.

T. W. Ruttle has been appointed manager at Calgary of the McLaughlin Carriage and Automobile Company's interests there pursuant to the resignation of R. B. Cockerton, who has been in charge for the last four years. Mr. Ruttle is an old and well known implement man, having been for over twenty years general travelling agent for the Massey Harris Company in Western Canada and New Zealand, and he enjoys the popularity that long acquaintance and square dealing assures. He has a host of friends in Calgary and Alberta, whom we join with in wishing him the very best of success.

\$6,000 for this Calf.

W. H. Pitchener, of Oconomowoc, Wis., is announced as the successful bidder for a calf born four weeks ago to "Dolly Dimple," the most valuable cow in the world, which is the property of F. Lothrop Ames, of North Easton, Mass. The calf fetched \$6,000, after spirited bidding by stockmen from all parts of the country. It will be shipped west when it is six months old.



John Schiedel.

John Schiedel, the subject of the above half-tone, is the recently appointed manager for the Waterloo Manufacturing Co., Waterloo, Ont., in Western Canada, with headquarters at Portage la Prairie.

Mr. Schiedel associated himself with the above firm ten years ago, on the opening of their Western branch at Winnipeg, as bookkeeper. A few years later he was promoted to be accountant of that office, which position he has very ably filled until his recent further promotion to the responsibilities of the entire control of his firm's interests in this immense territory.

Mr. Schiedel is of German-Dutch and Irish origin, he is an accomplished linguist, speaking German and several other languages fluently. He was born in Waterloo county, Ontario, and received his education in the schools of Berlin, which has been very largely supplemented by an incessant study of machinery. In early life he served his apprenticeship as an iron moulder, and, although his outstanding qualities speedily put him in a different plane of business life the knowledge that he gained at that time has proved to be of distinct value to him ever since.

Mr. Schiedel is imminently adapted to the important position that he now holds. We congratulate him, and predict a full measure of success for him in his operations for the company he represents.

Millions from Nickels.

F. W. Woolworth, the originator of the 5-and-10-cent store business, has piled up millions of dollars. His fortune is so great that, virtually unaided, he financed the building of the great Woolworth building, in course

of construction on lower Broadway, New York, which will tower 55 stories above the street.

The idea of Woolworth is the romance of an idea. It is the story of how a tremendous fortune was built up from nickels and dimes. Woolworth is the head himself of 286 stores, besides supplementary warehouses in Lewiston, Me., and Denver, Colo. He has 20 stores in England. A recent census showed that 1,500,000 persons entered his stores in a day.

The man who mastered such a business is less than 50 years old. He started without wages as a farmer boy in a dry goods store in Watertown, N.Y., set up his first store in 1879, and has been in business for 30 years. He was born in Jefferson County, N.Y.

When he worked in a store as a boy he evolved the idea that brought him great wealth. Woolworth fixed a uniform price—5 and 10 cents. He opened his first store in Utica, but the proposition did not go. He tried again in Lancaster, Pa., and there laid the foundation for his fortune.

"Flour City" Publications.

We are in receipt of an attractive hanger depicting the "Flour City 40," manufactured by the old firm of Kinnard Haines & Co., Minneapolis, drawing an eight bottom gang at the Winnipeg contest last year, in which it was a winner. The same mail also brought us a very handsome catalogue issued by this firm illustrating the "Flour City" in use in the field—its component parts—and containing a general view of the tractor industry since its inception. Dealers who have not received this interesting publication will do well to address the Ontario Wind Engine and Pump Company, Winnipeg or Calgary, asking for one.

Predicts Three Miles Per Minute

Three miles a minute sounds rather like the product of a vivid imagination, but that is the speed "Bob" Burman expects to make with his new 300 horse power Benz automobile. Burman has returned from Germany after a visit to the Benz factory, where he purchased the new machine and gave it a preliminary try-out before ordering it shipped to America.

"The new machine is a wonder," he said; "and from the short trial I gave it, I am sure

that it will develop more speed than the old Blitzen."

"How fast do you think you can push it?"

"Some past three miles a minute, I am sure," he said.

Burman says he will race the new Benz against time at Daytona Beach this winter, providing the new Fiat racers attempt to lower his mile and two mile records.

Mons. Victor Hemery, another member of the Benz team, which will endeavor to hang up some new records at Savannah, has also arrived, and with him and Burman was E. A. Moross, manager for the Benz drivers.

Louis Wagner, who has a Vanderbilt Cup race among his laurels, is coming over to pilot one of the big Fiat automobiles in the Vanderbilt Cup race at Savannah, and expressed great confidence in the ability of his

new racer, declaring that it would set a new road race mark against any field.

A Square Deal.

Upton Sinclair, in a lecture at New York, condemned industrial or business morality.

"It is all wrong," he said, "but every one thinks it is all right. It reminds me of Tin Can.

"Once in a Tin Can poker game a tenderfoot saw a player give himself four aces from the bottom of the pack. The tenderfoot flushed with indignation. He turned to a Tin Can native and whispered:

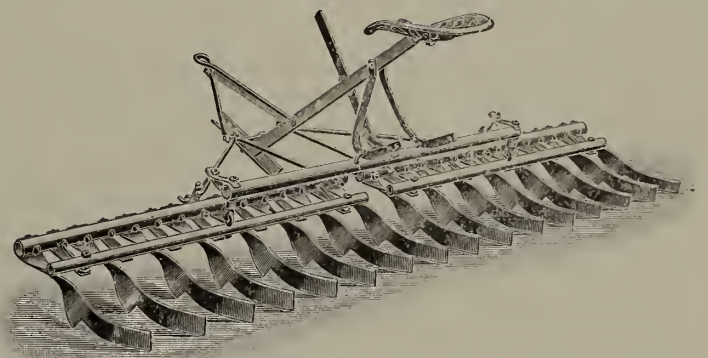
"Did you see that?"

"See what?"

"Why, that hound dealt himself four aces!"

"Wall," said the native, in a surprised tone, 'wasn't it his deal?"

Get the Bulk of the Harrow Trade



Sell the Harrow that is best known to farmers throughout the land the "ACME." The reason for its popularity is its superiority. The "ACME" is the only Harrow suited to every farmer's needs, and there is a size to meet every requirement. It is the only implement needed between plowing and planting—no matter what kind of soil is to be worked. It covers seed better than any other implement. Your customers all need the

"ACME" PULVERIZING HARROW CLOD CRUSHER and LEVELER

No other cuts, crushes, turns, smooths and levels all in one operation. No other Harrow cuts down to and pulverizes the under soil, chops the trash and leaves it buried as it should be. No other harrow is so light in draft, so correct in principle, so strong and durable.

Sizes: 3 Feet to 17½ Feet wide.

Write our General Agents for catalogs, prices and terms for 1912.

General Agents:

John Deere Plow Co., Ltd.,
WINNIPEG.

Calgary, Edmonton, Saskatoon, Regina, Lethbridge.

Manufactured By

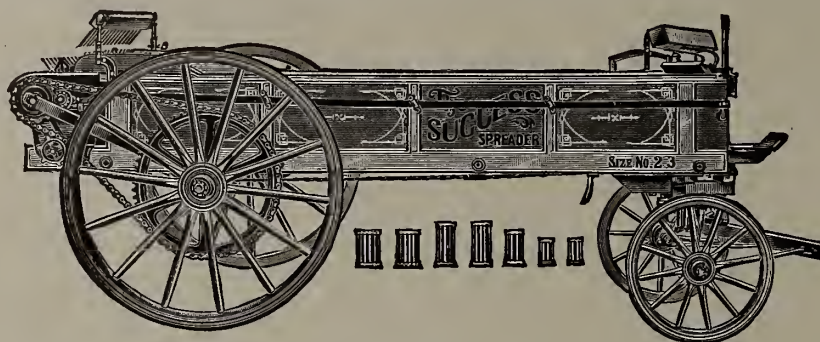
DUANE H. NASH, INCORPORATED,

107 Division Ave., Millington, N. J.

The Success Manure Spreader

TAKES ANOTHER STEP IN ADVANCE

Seven Sets of Roller-Bearings settle the matter of Draft



Frame Made Entirely of Hard Wood — Not Pine



"My Boss has the SUCCESS Spreader"

FOR many years the "SUCCESS" has been considered the typical manure spreader. It was first in the field. It had choice of necessary features. It tested and proved and patented for its own exclusive use all of the worthiest devices. And now it takes another step—a most important step—in advance of all other spreaders.

By its equipment with seven sets of roller-bearings—one set in each wheel, one at each end of spreading cylinder and one in cylinder driving mechanism—there is no question but that the Success

RUNS A HORSE LIGHTER THAN ANY OTHER SPREADER.

All 1912 "SUCCESS SPREADERS" will be equipped with these roller-bearings. It is a feature we have been working on for years and its value to spreader users cannot be over estimated. The cold-rolled steel roller-bearings at the same time

SAVE THE HORSES AND SAVE THE MACHINE.

The roller-bearings do away with all friction and wear in the working parts; they lessen the shocks and strains from driving over rough, uneven ground; the entire machinery runs with less power, consequently with less breakage; they cause the Spreader to run almost as smoothly and evenly as a stationary machine.



"My Boss has the other fellers"

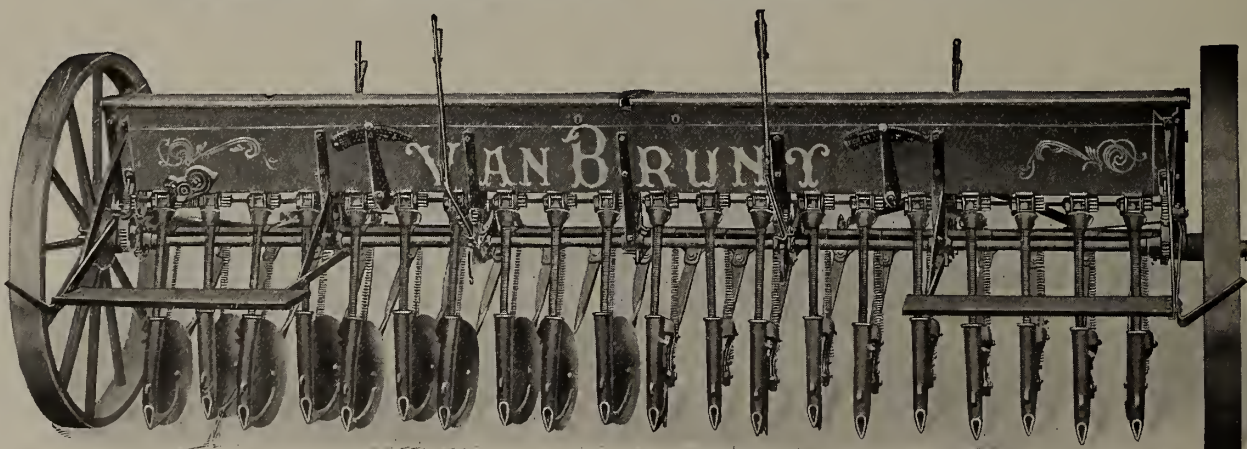
WRITE FOR CATALOGUE

SPRING will be here before you know it, Mr. Dealer. Your 1912 Success will depend largely upon the drill you handle. You can't afford to take any chances. You won't take any if you sell the

VAN BRUNT DISC DRILL

LIGHT
DRAFT
WITH
NEW BOOT
DIS-
CHARGE

★
STICKS AT
NOTHING.



BOOT AND
DIS-
CHARGE
WITHIN
INSTEAD
OF
WITHOUT
CIRCLE OF
DISC.

VAN BRUNT NEW MODEL, 12, 14, 16, 18, 20, 22, 24 Single, Double Disc and Shoe, Interchangeable

This is the original model from which worthless imitations have been made and foisted on the market, but the great prototype is stronger and lighter than these by from 300 to 400 pounds. The effect of the NEW BOOT DISCHARGE is to plant the seed at the exact depth for certain germination. Not a single grain is left on top of the soil or so near the surface that wind or shower can expose it.

WRITE FOR LITERATURE, PRICES AND TERMS

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Monarchs of the Tillage Realm

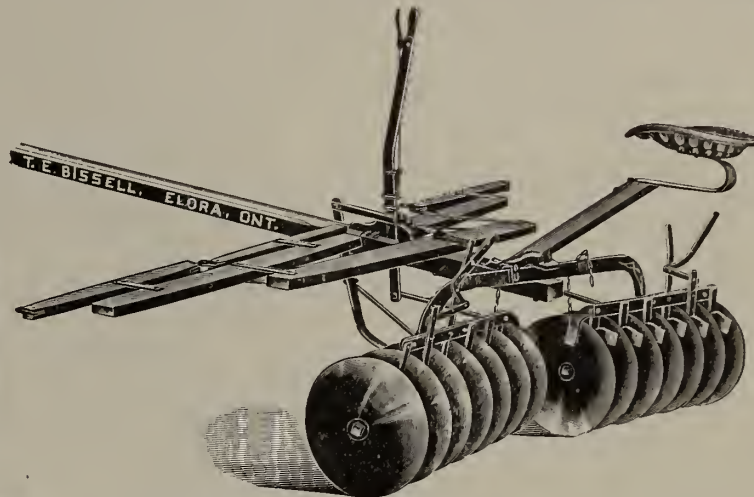
THE FATE OF THE CROP LIES IN THE SEED BED. THE CHARACTER AND CONDITION OF THE SEED-BED IS FIXED MORE BY THE CHARACTER OF THE DISC HARROW AND THE QUALITY OF ITS WORK THAN BY ANYTHING ELSE.

Cyclone Wheel Disc Harrow



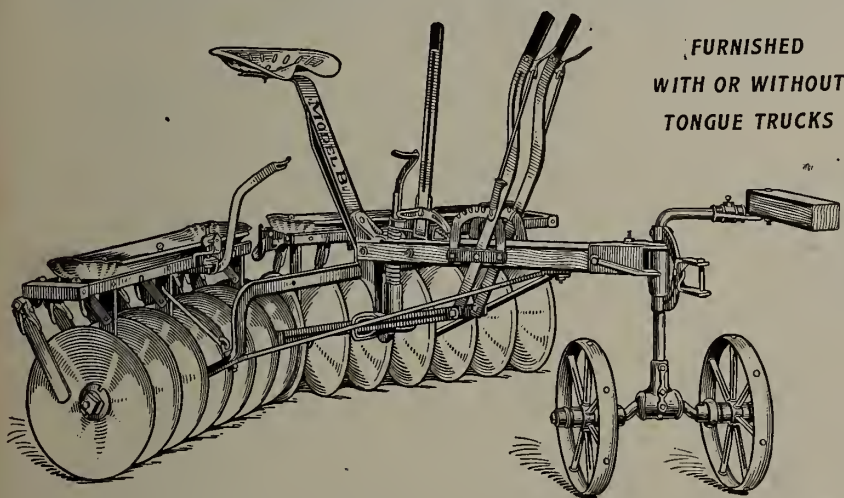
The CYCLONE MOUNTED DISC HARROW has many individual points that commend it to the serious consideration of farmers in search of a thoroughly satisfactory field worker that can be moved from point to point without injury to the disc-edges. It can be backed or turned anywhere. Each disc is independent, fitted with pressure spring as in a grain drill. You can't beat it—scarcely equal it for discing stubble, summer fallow or plowed land. It is also a great weeder or cultivator. Discs can be set to any depth.

Genuine Bissell Disc Harrow



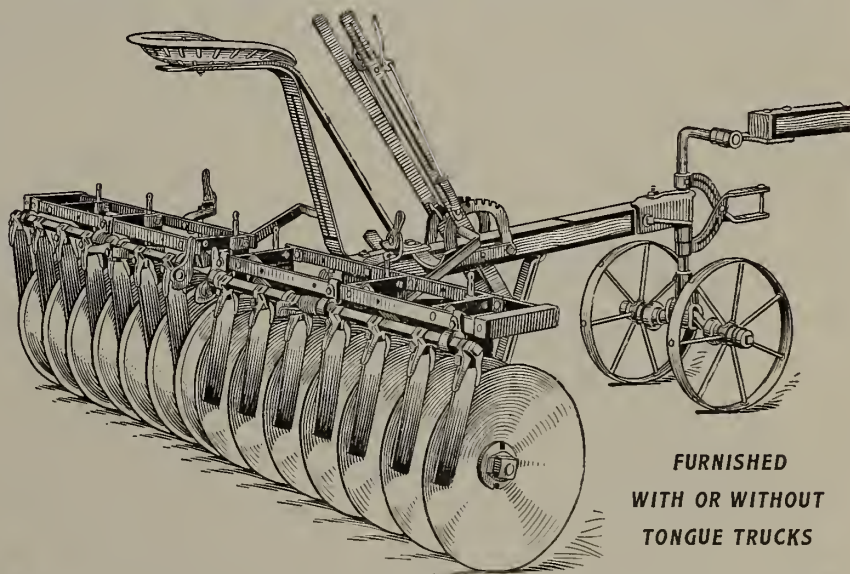
This IN-THROW HARROW with its strong backbone, extremely light draft and great capacity, enjoys a well-earned popularity in Western Canada. Its accurate balance guarantees uniform work. The discs stay down at their work—there can be no buckling, binding or "bumping" in the centre. Forty hard Anti-friction Balls used in the "Bissell" afford immense relief to the draft, while the horses are further considered in the fact that the Hitch is put well back and no weight lies on their necks.

Deere Model B Disc Harrow



The DEERE MODEL B OUT-THROW DISC HARROW is a perfect implement for any service, and is peculiarly adapted to work on uneven or stony ground. Its flexibility enables it to conform to any surface and to cultivate it evenly. The gangs act independently and every movement is under perfect control. When either gang of a MODEL B passes over an obstruction, it rises while the other remains at work, as though nothing had happened. The gangs may be set at any angle or each at a different angle to suit conditions. There need be no skipping rough places in the "middle." Other special features of MODEL B are:—Easy double spring seat; high frame out of dust; adjustable disc scrapers, lightest possible draft.

Deere Model K Disc Harrow



A STRONG, substantial two-lever harrow, slightly lighter than Model B, but having many of its points of superiority. The Frame is made from a single piece of heavy steel. The frame bars, crosstrees and braces are all steel, very securely riveted and bolted together. The Scrapers are of the improved oscillating style, and can be easily removed or replaced. Hard Maple oil-soaked bearings are used on this harrow. Disc Blades are made of the very best quality steel, thoroughly polished and sharpened. Double Angling Levers on this harrow ensure a convenient machine for lapping lands and for hillside work.

WRITE FOR LITERATURE, PRICES AND TERMS.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

The John Deere Ironclad

The Wagon with a STRONG CONSTITUTION. The greatest armour-plated fighter among farm implements.

The Wagon

that has never belied its looks. Its face is fair, but its performances—its work—are at least fully equal to all it promises.

Remember that, unlike almost all other farm implements, the farm wagon is not in use only a week or two in the season.

It is on the go all the time doing the lion's share of the drudgery in winter and summer, rain or shine. Therefore, sell a wagon with a strong constitution.



The Wagon

that does the biggest job with the least draft on the horses; that stands the worst abuse without a word of complaint, and comes up smiling like a new thing when it has had its evening bath.

The John Deere "Ironclad" is made of selected hickory, gears ironed to strengthen every joint and protect every place where severe strain or wear comes. The greatest armour-plated fighter among farm implements.

Men have told us that our wagon looks good after two or three years of hard wear—better, in fact, than many cheap wagons after as many months. WE KNOW this to be true, and that our "IRONCLAD"

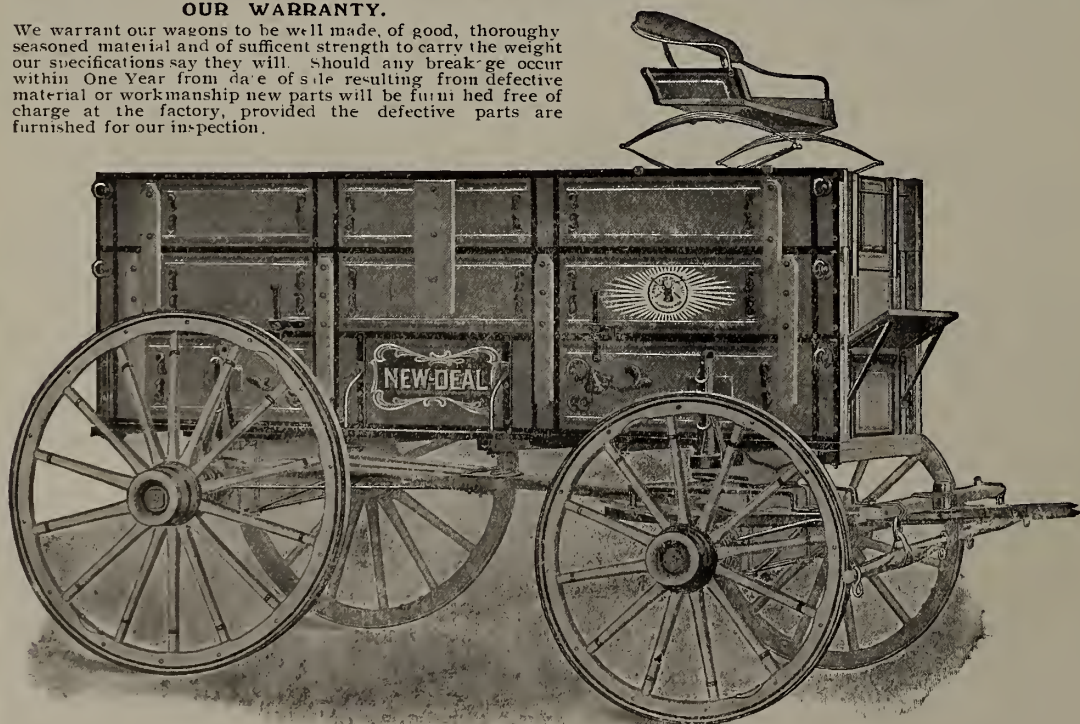
Lasts Longer than any Ordinary Wagon

Write for Descriptive Catalogue.

The WAGON for WORK and WEAR is the

OUR WARRANTY.

We warrant our wagons to be well made, of good, thoroughly seasoned material and of sufficient strength to carry the weight our specifications say they will. Should any breakage occur within One Year from date of sale resulting from defective material or workmanship new parts will be furnished free of charge at the factory, provided the defective parts are furnished for our inspection.



NEW-DEAL WAGON WITH TIP TOP BOX

NEW DEAL

Don't buy a wagon for your trade until you have seen the "NEW DEAL" and have read the brief guaranteed details of its exceptionally strong construction. If the very best material that grows and painstaking care on the part of skilled mechanics count for anything, there can be nothing better than the

New Deal Wagon

You don't sell a wagon for a season's work, but in the hope that it will be the "same old wagon" when the youngest on the farm is hoary with time, knowing that such a wagon will make you friends and bring you custom while you continue in business. The NEW DEAL will do this. It has been designed to escape the wear and tear of all the friction that human skill can get rid of. And we have succeeded beyond all expectations.

Write for our Catalogue.

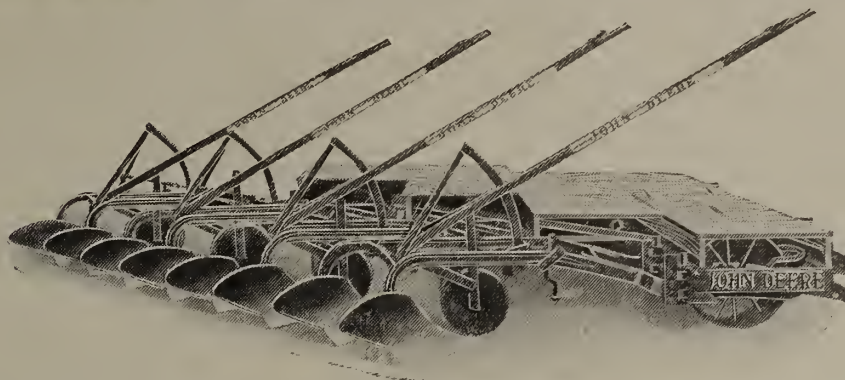
JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Can be used with any
Style or Make of Engine.

Each Lever Lifts
Two Bottoms.



Furnished Complete with
Hitch Chains Ready for
Engine.

JOHN DEERE ENGINE PLOWS

WITH QUICK DETACHABLE SHARES made with 4, 6, 8, 10, 12 or 14 Bottoms

ENGINE GANG PLOWING

On many farms of one hundred and sixty acres, an engine plowing outfit will be found profitable. Where the farms are larger, there is no doubt but that it is a necessity, in order to get the best out of the land in proportion to the cost of production.

Doing the right thing at the right time pays, especially on the farm. Very often the plowing season is short. Ground plowed when in the best condition for plowing, will, in a season or two, produce additional crops enough to pay for the engine plow complete with the engine.

When it is necessary to rush the work, crews can be changed and the outfit kept running day and night.

Work is not always uniform when several horse drawn plows are used. John Deere Engine Plow work always is. Uniform work means a great deal in the preparation of a seed-bed. It is absolutely necessary to large crops.

John Deere Engine Plows have many features of merit, including universal hitch, suitable for any engine; structural steel frames, hot riveted so they cannot come apart; perfectly level platform with tool box built into it; and two pivoted front wheels which turn freely to right or left, and will not skid when plow is being turned. They leave narrow head lands.

Among the more prominent and exclusive features, however, are the Two Bottom Lift, Screw Clevises and Quick Detachable Shares.

TWO BOTTOM LIFT

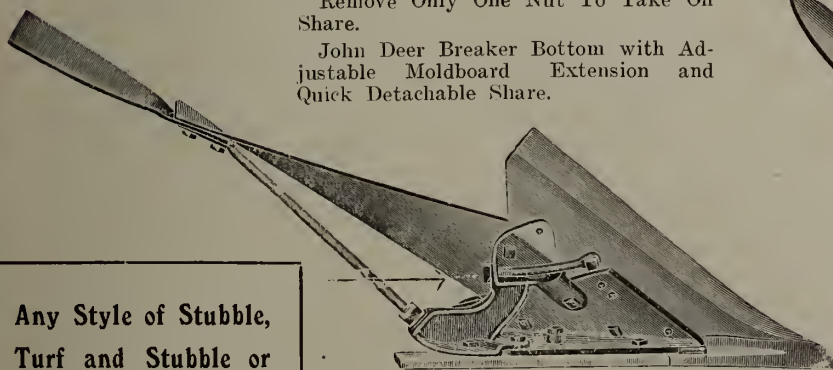
One man can readily handle all the bottoms—4 or 14—with the John Deere Two Bottom Lift. Bottoms are raised without stopping engine.

Beams and bottoms are built in pairs and attached to the frame so as to allow free up and down movement around the clevis pins as a center. This insures uniform work.

Each pair of bottoms will raise over a hummock or go down into a depression without disturbing the others.

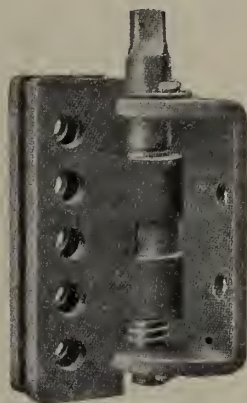
Remove Only One Nut To Take Off Share.

John Deere Breaker Bottom with Adjustable Moldboard Extension and Quick Detachable Share.



Any Style of Stubble,
Turf and Stubble or
Breaker Bottom can
be used.

Write for Illustrated Booklet. Tells all
about Engine Plowing.



Screw Clevis.

Each bottom is braced and kept in alignment by its companion bottom.

Attaching beams and bottoms in pairs permits plenty of spread between the clevises which prevents winging and passing around obstructions instead of over them. No slanting furrows—plows cannot tip.

SCREW CLEVISES

There are five holes in the clevises for attaching the plow beams. While often a finer adjustment is necessary to secure the best work, this allows a wide range of up and down adjustment, very often a finer adjustment is necessary to secure the best work.

Each clevis on John Deere Engine Plows is provided with a screw adjustment which raises or lowers the beam points just the amount needed. This adjustment can easily and quickly be made while the plow is in operation.

Screw clevises are a great convenience in giving the plows exactly the right set and are operated by an ordinary wrench, though a handy socket-wrench for the purpose is furnished with each plow. The plows are always kept properly set by this simple screw adjustment at point beams.

QUICK DETACHABLE SHARES

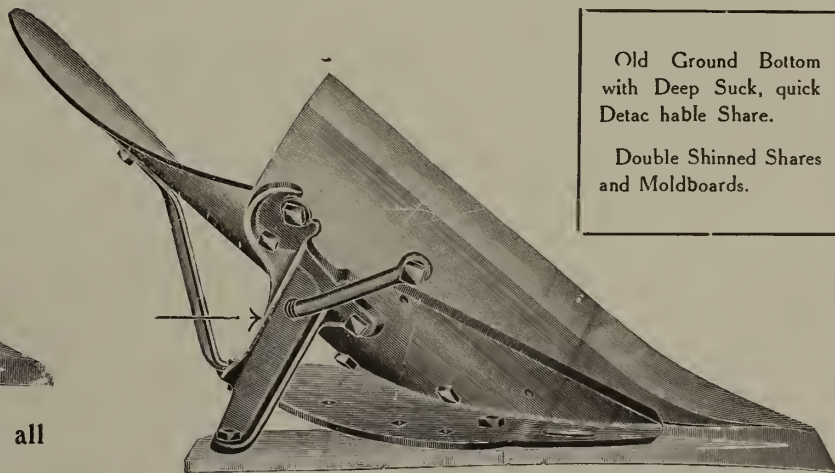
Time is valuable, and especially so when operating an engine plow. The crops must be put in on time.

John Deere Engine Plows are equipped with quick detachable shares than can be put on or taken off in a small fraction of time required for ordinary shares. Only one nut to remove

As you will see by the illustrations below, an eyebolt attached to the share passes through a hole in the bracket and one nut holds the share firmly in place. A lug on the share fits into a slot on the land side of the frog. This holds the share rigid and true.

Remove one nut and give the share a kick, that's all that's necessary to take it off. To put share on, slip it into place, passing eyebolt through hole in bracket and tighten up the nut.

You can change shares on a John Deere Engine of any size during the noon hour—this means a big saving in time.



Old Ground Bottom
with Deep Suck, quick
Detachable Share.

Double Shinned Shares
and Moldboards.

A Lug Fits into Slot and Holds Share to Landside of Frog.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

The Glasgow Example.

The prospect of Parliamentary action for the further improvement of the commercial facilities of Glasgow calls renewed attention to one of the most noteworthy examples of the development of deep water inland navigation. The Clyde has long been one of the best known seats of the shipbuilding industry, and Glasgow is equally recognized as the commercial metropolis of Scotland. But it is probably not so familiarly realized that until artificially improved the Clyde was an insignificant stream, which could readily be forded afoot. No doubt the industrial greatness of the city is based upon its unsurpassed supplies of pure water and of coal and of iron ore. But it is instructive to observe how, instead of depending upon rail communication with the sea, it has brought the sea and its commerce in to itself, in the heart of the Scottish hills.

A hundred and fifty years ago the Clyde below the city had a depth of channel of only fifteen inches at low water, and of not more than three feet at high water. Even at Dumbuck, twelve miles down toward the sea, the stream was fordable by pedestrians. Smeaton, the famous engineer, thought that the best that could

be done was to construct a dam which would give a permanent depth of four feet, but the wise Scots rejected the plan, and awaited something better.

A century ago the better thing came in the shape of jetties and dredging, with the result that where once Bell's Comet, the Clermont of the Old World, with engines of 3-horse power, was pushed by the strong arms of her wading crew over the four-foot shoal at Renfrew, almost any vessel under the Lusitania class can now steam safely, and on the completion of the present plans even the greatest of the mercantile leviathans will be able to enter the very heart of the city. To-day nearly 2,000 vessels, of about 2,000,000 tons, claim Glasgow as their port of registry, twenty miles inland from the sea.

The Scottish city thus ranks with Manchester, with various cities in the Low Countries, with Cologne, and with many other European cities, as a great inland seaport.

A Pioneer in Pickles.

Alexander S. Gardner, a prominent dealer in agricultural implements, also a farmer and business builder, of Huntington, N.Y., has the honor of being the pioneer in the pickle-growing industry of that section, now grown to mammoth and profitable proportions.

In an interesting article published in a Huntington paper the story of Mr. Gardner's first incursion into the pickle business is told in a manner that indicates what can be accomplished by an alert brain and an active business

personality when intelligently directed.

In his story, as related to the newspaper, Mr. Gardner furnished the information that the handsome surpluses reported by the local banks and the big deposits they show are largely the result of pickle raising in the vicinity of Huntington. Within three years of the time pickles were first raised in that locality one of the leading local merchants said to him: "Gardner, this pickle raising is a godsend to the business men here. When it first started we had nearly twenty thousand dollars on our books, and some of it would have been there yet, only for pickles. We have collected a big part of it, and believe we shall get every dollar."

Mr. Garner planted the first pickles in Huntington in 1879, in a small way. In 1882 he had 29 acres of pickles under cultivation, selling the product for \$3,700. He traveled to various sections of the country, establishing connections, and finally building salting houses and warehouses to provide for the enormous increase in the business, which is now at the height of its prosperity. To-day he has a splendid farm of several hundred acres, and is interested in a number of profitable industries, such as a brick yard, a saw and grist mill, and the handling of farm implements and machinery on a large scale. He is regarded as one of the most progressive men on Long Island, and he has accomplished everything by dint of intelligent effort and hard work, having been obliged to hustle ever since the death of his father, when he was but 14 years of age.

Automatic Stability for Aeroplanes.

It is stated in a London publication that an engineer in India who has given close study to the question of aerial flight has made an important discovery regarding the equilibrium of aeroplanes. After many tests he has succeeded, it is stated, in securing an almost automatic stability in flight. A recent test was made in India with the invention fitted to an aeroplane model. The craft was cast into the air from a high point, and it immediately floated, being influenced only by a gradual drop toward earth. The aeroplane moved quickly. It maintained its equilibrium throughout.

It is claimed that the principle, of the invention, if built into an aeroplane, would render perfect the "floating" of an air craft upon an "even keel" and would make toppling over or sudden dropping impossible. Sharp turns can be made also, it is said, and an accident to the motor is rendered of small importance. The details of the invention are a secret. The British War Office will be asked to test the contrivance.

The authorities have also been offered a torpedo for aerial use invented by an Australian engineer.

Largest Ship Afloat.

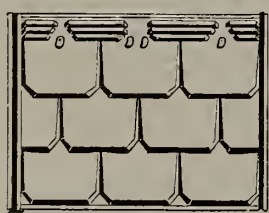
The Olympic, of the White star Line, is the largest ship on the seven seas, and is conceded to be the greatest achievement in the art of the ship builder. Her dimensions are stupendous, and it is hard to conceive how the mammoth bulk of her hull can be propelled at any speed through the water.

Here are some of her measurements: Registered tonnage, 45,000; tonnage displacement, 60,000; length over all, 882 feet 6 inches; extreme breadth, 92 feet 6 inches; height from bottom of keel to boat deck, 97 feet 4 inches; height from keel to top of captain's house, 105 feet 7 inches; height from keel to top of funnels, 173 feet; number of watertight compartments, 15; passengers carried, 2,500; number of crew, 860.

The Olympic is fitted with swimming baths, reading rooms, barber shops, billiard rooms, elevators, in fact with all the advantages of the modern apartment house, and is lavishly furnished.

While not as fast as the Lusitania or Mauritania, her rival ships, she is designed with a view to more comfort and stability.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend and
stand behind, then sell



**Eastlake
Steel Shingles**

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and

Durable as the Building itself.

WRITE US TO-DAY

for Catalogue and Selling Proposition.



THE
**Metallic Roofing
CO., LIMITED**
MANUFACTURERS.
WINNIPEG, MAN.

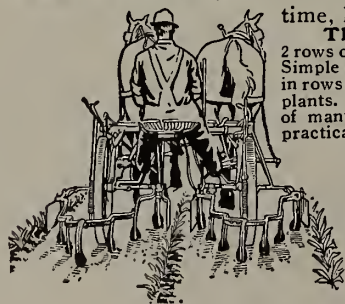
Head Office: TORONTO, ONT.

C55

Get double speed at single cost
with

Planet Jr 2-row Cultivator

"It's the greatest general purpose implement on the farm", writes an Ohio farmer of **No. 72 Two-Row Pivot Wheel Cultivator, Plow, Furrower, and Ridger.** No other implement in large crops saves as much time, labor, and money.



Think of the saving in cultivating perfectly at one time 2 rows of potatoes, corn, beans, etc. in rows 28 to 44 inches apart! Simple and works like a charm in check and crooked rows, and in rows of irregular width. Never leaves open furrows next to plants. Cultivates crops up to 5 feet high and covers 2 furrows of manure, potatoes or seed at one passage. Designed by a practical farmer; fully guaranteed.

FREE! A 64-page illustrated farm and garden book!

It's full of valuable information for every farmer and gardener and includes a description of 55 latest-improved tools for all crops.

Send postal for it today!

S L Allen & Co

Box 1108Z

Philadelphia Pa

WRITE FOR NAME OF OUR NEAREST AGENT.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Development and Principles of Plowing

Even the far-sighted Daniel Webster, who made a plow twelve feet long, which turned a furrow eighteen inches wide and twelve inches deep, and required several men and a yoke of oxen to manipulate it, would feel that the world was small when he was an inventor and statesman should he come back now and turn a few furrows with a modern gang plow or throw the levers of a traction outfit.

Rapid strides have been made in the advancement of farm machinery, and the plow has been in the race for first place from the beginning, and without doubt is at present neck and neck with those which are in the lead. In 1797 Charles Newbold received letters patent on a plow which was made almost entirely of iron, but the people were so ignorant of its superiority that they rejected it upon the theory that the iron being drawn through the soil poisoned it.

Follow the plow for a few minutes in its race for supremacy among modern agricultural implements. Jethro Wood first gave the proper shape to the moldboard, and James Oliver produced a cast iron which made a tough, durable and polished moldboard. In 1833 John Lane constructed a plow from a steel blade, and in

1837 John Deere did likewise. Ten years later Deere established a factory at Moline, Ill., which still bears his name. Lane was the man who secured the patent on soft center steel (1863) which is now used in many high class moldboards. Efforts were made during the fifties to produce sulky plows, but not until 1864 was one patented which was constructed so that the operator could ride.

It was about this time that the modern grain harvester became a feature among manufacturers and apparently took the lead in the race for supremacy. It appeared as though the plow would soon be completely distanced, but it just kept plugging along, and has improved every year.

Like the present day Mexican plow, the colonial plow had very little resemblance to the modern one. Its work resembled very much that of our single shovel. The furrows were very similar to a corduroy road and the trash left uncovered would make excellent thickets for rabbits to nest in. The gait of plowmen in those times soon became suggestive of a man pitching forward but dragging his feet along to keep from falling. But go into the fields and watch the working of our modern plows. Every inch of ground is cut, the

furrow is evenly turned and perfectly pulverized, the depth is absolutely uniform, and the trash is all covered. At one time it was customary to leave the ground in its plowed state until it had baked before it was harrowed, but now the plow may carry a harrow attachment which makes a most perfect seed bed and leaves the soil in a condition to retain all of the moisture. What is best of all, the operator turns two and even three furrows at once, and all the time is riding on a seat which carries him as smoothly as any automobile.

What are the essential duties of a plow? They are to prepare a seed bed for the seed with the least possible consumption of time and labor. It does all this in one operation and with no lost energy.

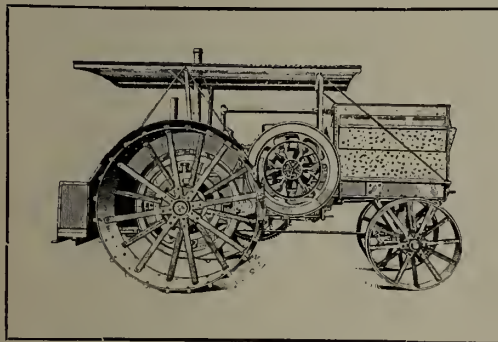
There are few machines, if any, which do the amount of work which is done with a plow, and do it as perfectly, and about which we know as little as we do of the plow.

The share cuts the furrow from the remainder of the earth. To do this with the least energy possible the share must be wedge shaped. It would seem that the smaller the angle of the wedge the less work will be required to pull the plow. But is that so? The furrow must be all turned one way, hence the landside of the fur-

row must be straight. If this is so then the landside must be straight and go straight ahead; then when the angle of the edge of the share becomes small there is great side pressure on the landside and increased friction. Hence, there must be an angle for the edge of the share which is not too abrupt to cause excessive draft and yet not too flaring to cause excessive side draught on the landside. What this angle should properly be, we do not know, and if the manufacturers have any method of determining it they are keeping it to themselves as a secret worth having.

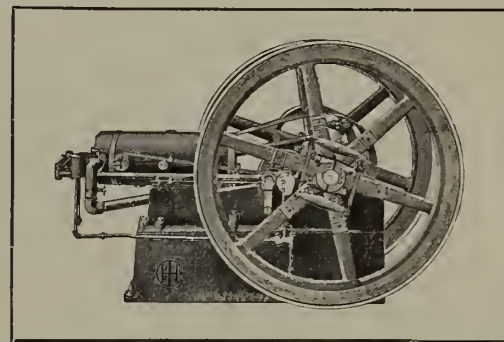
The moldboard must raise the furrow before it turns it. The quicker the moldboard raises it the more the furrow is broken up and the harder the plow pulls. Likewise the moldboard which turns the furrow over the quickest pulverizes the soil most and requires the greatest expenditure of energy.

It does not take a physicist or an engineer to see at once that the more abrupt the moldboard of a plow is the more it will pulverize the soil and the harder it will pull. Just the converse of this is also true, namely, the more sloping the moldboard the less it will break up the soil and the lighter the plow will pull. There must be a point just between the abrupt moldboard and the sloping one wherein a good



Study your Customers' Power Needs

Tractor and engine sales are largely up to you. You ought to know the power needs of your customers, as well as, or better than they do.



Here is a man trying to do work with a 20-H.P. tractor when he should have a 45; this other one is boarding 30 horses when a 20-horse tractor and a few teams would do the work at a great saving. Sell the first man a 45 and the other a 20.

Here is a group of prosperous men on small farms. A 20 or 25-horse tractor would do all the plowing, seeding, harrowing, harvesting, threshing, and hauling to market, for all the crops they grow, and save them a lot of time to make money in new ways. Why don't you get them together and sell them a tractor?

All around you are people who could use gasoline engines; who ought to have them; who, if they knew as much as you do about

them, would welcome I H C engines on their farms. Take pity on the boys who turn the grindstone, pump water for thirsty stock, or push a buck-saw until all that's left of them is one solid ache—the boys who leave the farm at the first chance to get any city job that looks easy.

Let your patrons see that you know what is going on around you, and that you have their interests at heart. Make your talk on I H C engines as labor savers as strong as you please. The engines will back you up. Recommend an I H C engine for any farm power need, anywhere. There is an engine in the line, made for just that need, in that place.

Write the nearest branch house for a list of the best year-round money-makers and business builders in the market—I H C Gasoline Engines.

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

International Harvester Company of America
(INCORPORATED)

quality of work will be done with the least expenditure of energy, but where this point is we do not know. Mathematicians have not furnished an equation which can be used to develop a moldboard, and so far as the public knows the manufacturers have no means of determining the correct type of moldboard for the various soils other than by endless experimenting.

Even though the manufacturers have not been able to produce a formula or equation for shaping the moldboard and share, they surely have produced a plow bottom, which does the work to such perfection that it cannot be excelled by any hand means.

It requires a blacksmith of skill to sharpen and set the share of a walking plow, but not so much so with the sulky. Plenty of dip must be given the point and the throat should have suction, then the setting of a sulky plow is up

to the farmer, and if he desires his plow to run with the least effort he must use skill and have a clear understanding of the mechanics of the plow.

All the side pressure of a walking plow is carried by the landside, and all the downward pressure due to carrying the furrow and the weight of the plow itself is carried on the share and the heel of the landside. This is sliding friction and it is very great. The sulky plow turns all this sliding friction into rolling friction.

Sliding friction cannot be turned into rolling friction by simply attaching three wheels to the plow. These wheels must be so set that the landside does not rub on the land, and the share does not bear on the bottom of the furrow. On nearly all sulky plows there are means provided whereby the rear furrow wheel can be set outside of the landside and by so doing hold the landside away from

the land a distance equal to about the thickness of the fingers. Also the suction of the plow should be such that the fingers can be slipped between the landside and the bottom of the furrow.

No matter how far over to the land the rear furrow wheel may be set it is often impossible to keep the landside away from the land, and yet have the plow run steady. In such an instance look to the hitch of the horses and the lead of both furrow wheels.

Some men say they can make double-trees which will do away with all side draft, while others will say that their plows have no side draft.

The center line of draft of a gang plow made up of two fourteen inch bottoms is twenty-one inches from the edge of a furrow, and the center line of draft of four good horses is approximately forty-two inches from the edge of the furrow. A man may just as

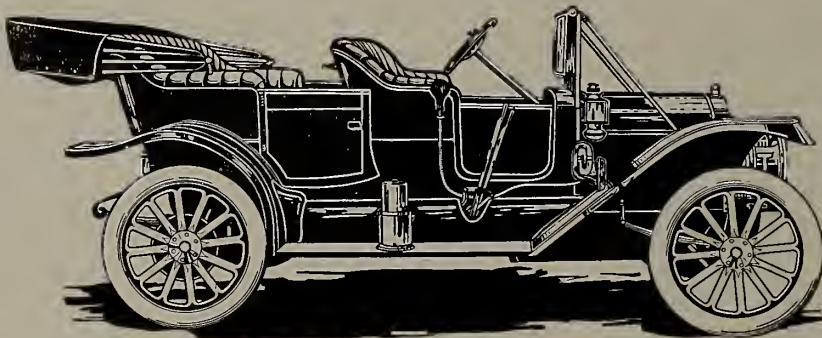
well try to hold horizontally in one hand a stick with a weight on one end while someone is pulling up on the other end, as to make an even-er which will counteract side draft. Either one horse will pull more than the other or the side draft is still there.

If a man has a plow which seems not to have side draft, just look at his furrow wheels and see how they are set. He has them so set that all side draft is thrown into them, and that is the best place for it.

To do this he simply sets the clevis of his equalizer in just as near a direct line behind the team as possible. If the horses are too broad it is out of the question to get the clevis midway behind the team. With the clevis set in this position, the team in pulling up on a right hand plow will tend to throw the point end of the plow to the right and the back end to the left. Now to counteract this action turn the front furrow wheel so it runs toward the land, and the rear furrow wheel so it runs away from the land. With a careful adjustment of these wheels the plow can be made to run almost as steadily as with the hitch pulling from a point midway between the two beams.

Does a plow run as easily when not properly adjusted. This question can be answered by asking another. Can a bird fly faster with one wing clipped? At the University of Nebraska some tests were made last year, wherein a plow properly adjusted required only 4.06 pounds per square inch of furrow turned over, while the plow when partly out of adjustment required 5.02 pounds draft for each square inch of furrow turned over. If the furrow is 6.66 inches deep and 25.34 inches wide, as it averaged in this instance, the plow in adjustment had a draft of 685.16 pounds, while the plow out of adjustment had a draft of 847.21 pounds, making a difference of 162 pounds which, when the horses walk at the rate of two hundred and twenty-two feet per minute, as they did when the tests were made, made the adjusted plow pull just a trifle more than a horse power easier than the unadjusted one. If an extra horse has to be kept around the farm all the year just to do the plowing, it costs a farmer the horse's keep simply because he does not properly adjust his plow. This is not only an actual test of the benefits derived from the proper adjustment of a gang plow, but the writer has had five different experiences with adjusting plows wherein the farmer was able to dispense with one horse after the plows were correctly adjusted.

A riding plow pulls no harder for the amount of work done than a walking plow, so why not ride? If a man can get a gang plow, why not get one? It costs only ninety seven cents per acre to plow with



Model 27—Five Passenger, Fore Door Car.

LET US GIVE YOU PRICES ON OUR AUTOMOBILES

Mr. DEALER

The Winnipeg Bonspiel will be held this year from February 8th to 18th. As you will doubtless visit the City at that time we extend to you a cordial invitation to visit us while here, and look over our large line of Carriages and Automobiles. We always appreciate a call from our friends and customers; our Warerooms, Offices and Staff are at their service, and any mail addressed in our care will receive our careful attention.

Our display of CARRIAGES will be complete and will show the different changes in styles for the coming season; while our display of AUTOMOBILES will consist of the latest 1912 models and will show the largest line handled by any firm doing business in the West.

Again extending to you a cordial invitation to visit us, we are,

Yours very truly,

McLaughlin Carriage Co., Ltd.
Cor. Princess St. and Ross Ave., WINNIPEG.

a gang plow, while it costs \$1.43 to plow with a sulky plow. This means that a man has to plow only about fifty acres once to save the difference in price between a sulky and a gang plow.

In the past thirty years we have passed from the walking plow to the sulky, and from the sulky to the gang. We now seem to be moving from the double gang to the triple gang and on those farms where engines can be used the engine gang does the work most economically—The American Thresherman.

Increased Elevator Facilities.

It is noted with no small degree of satisfaction that increased accommodation is contemplated at the lake terminals for the proper handling of grain by the railway companies; the Grand Trunk Pacific is already adding several new bins to their elevators at points which will increase storage capacity several million bushels, and the other roads will follow suit this spring.

It is estimated that the crop of 1912 will find the Canadian lake storage facilities equal to those of Duluth, where the elevators at the docks are said to contain 32,000,000 bushels, and should alleviate to some extent transportation difficulties which have been experienced in the past.

It is not alone in the lake terminals, however, that these troubles have originated, as the past year will testify, a shortage of cars and inadequate elevator equipment at initial or local points have been more to blame, and it is to be hoped that if transportation companies do not make a move to better conditions this matter will be considered by the Railway Commission, and such action taken by that body as to free the agricultural industry in Western Canada of this incumbency.

Capt. H. P. Nuse, of the Celtic, was regaling a little group of ladies with sea stories.

"One trip," he said, "there was a woman who bothered the officers and me to death about whales. Her one desire was to see a whale. A dozen times a day she besought us to have her called if a whale hove in sight.

"I said rather impatiently to her one afternoon:

"'But, madam, why are you so anxious about this whale question?'

"'Captain,' she answered, 'I want to see a whale blubber. It must be very impressive to see such an enormous creature cry.'"

Selling Methods in the Implement Trade

In the last ten years there have been greater changes in the methods of selling agricultural implements and machinery than in the whole previous existence of the agricultural implement business.

Undoubtedly, advertising has been the greatest force that has brought about these changes. It has put every manufacturer who is succeeding in closer touch both with his dealers and the farmer who must eventually buy his goods.

The methods that have been evolved from these changes might well be divided into the four following classes, and most manufacturers you will find under the heading of some one of these four designations:—

1. The manufacturer who sells his own product through dealers

and jobbers to the consumers, advertising directly to these consumers.

2. The manufacturer who does not advertise but sells through a middleman or jobber to the dealers.

3. The manufacturer who advertises and sells his own product by mail order direct to the consumer.

4. The manufacturer who sells his product to the mail order house and depends upon them for distribution the same as the manufacturer of class No. 2 depends upon the jobber for the advertising and distribution of the goods he manufactures.

As the selling conditions changed in late years it became necessary for the manufacturer to decide upon a definite policy

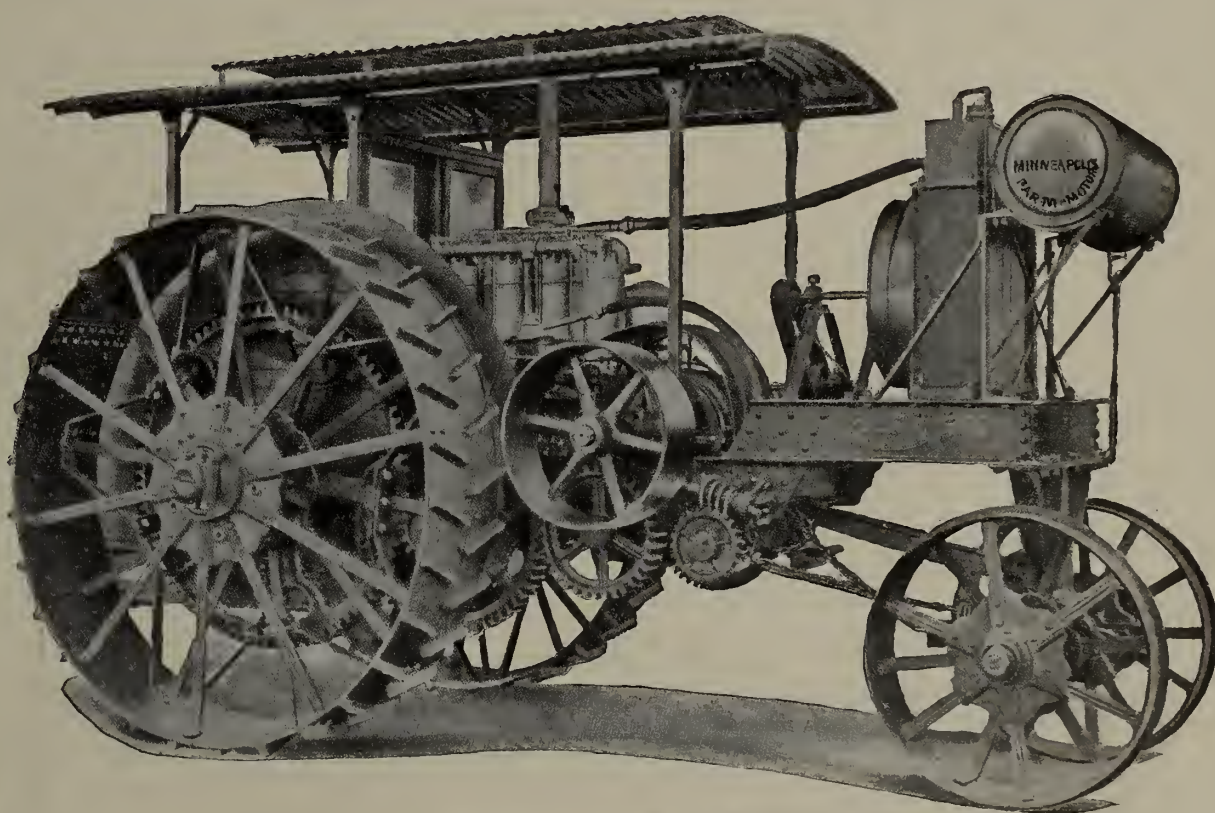
of selling, and then to back up this policy.

For various reasons one company with whom the writer is intimate decided to follow out and strengthen wherever possible the policy that they had fostered from the inception of their business, namely, selling their line direct to the dealer through their own branches and salesmen, and advertising their merchandise direct to the consumer through the farm papers and such media as would reach the class of people to whom they wished to tell the story of their goods.

They made a more careful analysis of selling conditions and of the relationship of their advertising and selling departments.

They welded the forces of these departments together so

Minneapolis Farm Motor



Minneapolis Farm Motor—25 h.p.

This is the most reliable 4 cylinder tractor built. It is the top notch of value in a thoroughly dependable engine for big work and heavy work on the heavy gumbo of Western Canada. It will do all we claim, sometimes a big slice more, but never less.

In its construction we replace cast iron with high grade steel wherever possible. A smoother running gasoline engine has never been produced.

The foregoing qualities make the "Minneapolis" not only the best tractor for the farmer but also the best for the dealer, because it is easy to sell: smoothness of operation prolongs its life and each year makes you friends and gets you more business.

If you are in the city during Bonspiel let us show you these engines; the "Minneapolis Separator," and our complete line of "MICHIGAN AUTOMOBILES."

We will also have our "Michigan" cars in the Automobile Show.

Write for our Catalog and Terms to Agents

Geo. E. Duis Company,
753 Henry Avenue, Winnipeg, Man.

that they are practically the same. This combined power gives greater effectiveness in the working and in the educating of their salesmen and dealers' organization.

This policy of selling their own goods has undoubtedly proven the right one for them. During these many years—some 50 in all—they have seen many manufacturers who made competitive lines and sold their goods through the jobbers or middlemen to the dealers, eventually swallowed up by the jobber; the identity of the manufacturer, his product and his years of labor lost. For the penalty that the manufacturer has to pay to the jobber is so great that with the changing business conditions he eventually faces either the shutting off by the jobber of the manufacturer's channels of distribution, or the selling of his manufacturing business, for far less than the business, plant, patent and whatever goodwill was worth.

In the case of the manufacturer whose outlet for his merchandise was the mail order house, we have seen him year after year so penalized on his prices, specifications and terms that eventually he, too, was forced to an unprofitable sale of his business to the mail order house which controls the means of distribution.

Of the third class, namely, the manufacturer of agricultural implements who sells direct to the consumer by mail, he seems at present to be somewhat better off than either the manufacturer of Class 2 or 4, but what the answer will be to his problem in three or five years is problematical.

The concern which I specified above is not what you would call one of the large manufacturers of farm implements. They might

be better classed as among the fair-sized concerns, yet, following out the policy of selling their own goods and advertising them as they have to the consumer, has given them a solid and broad foundation upon which to compete with firms many times their size, who follow to a more or less degree this same policy of selling their own goods.

For, besides the mail order houses and the manufacturers who sell through jobbers and the one who manufactures for the mail order house, they still have a terrific competition of the big firms who manufacture, advertise and sell their own product.

And here is where the selling methods and the carefully planned moves in regard to the handling of the dealer and the consumer and the making of merchandise must be brought in to play to offset this tremendous competition of the large organizations of salesmen and canvassers that their companies use.

This company has found a way and a method to break through and secure business on a profitable basis in spite of this seemingly immense competition. In some lines they do more business than even the greatest of these competitors.

This is said simply because there is a way for the small manufacturer who makes good merchandise, advertises his wares to the farmers, and who understands the problems of distribution, to do a profitable, substantial business in farm machinery. But he must sell his own goods from the factory to the dealer and from the dealer on to the consumer by his advertising at a price that gives a reasonable margin of profit to his dealer. Back of all this he must have the quality of his merchandise right.

These people believe that there are thousands of farmers who want good, substantial machinery at a reasonable price, and while there may be many farmers with whom price is the one consideration, yet there are plenty who want worthy merchandise, even though the price may be somewhat higher than that of cheaply constructed lines. It has been to this class of farmers that they have gone to sell their goods.

They have sought a type of dealers who wish to make a profit and sell the best goods, and not a class of merchants who sell goods merely upon the basis of "how cheap."

They have taught their salesmen wherever they meet with a dealer or a farmer in a discussion of the line and the question of price comes up, to show very carefully to the prospect the quality of the goods that are offered—that the matter of price is merely based upon the quality of material. It has been found that where prices are less that it is very easy as a rule to demonstrate that the quality itself is also less, and in the case of machinery that costs from \$60 to \$700 the farmer cannot afford to take the risk of cheap material.

It has been to this class of intelligent farmers that this house goes.

They have always kept advertising copy reasonably sane and down to the facts—they do not believe either in misstatements or overstatements, and while lots of enthusiasm is displayed they have always generated a type of enthusiasm that is sensible and fair.

They have attempted to avoid any reaction or boomerang from their advertising, for the farmers who buy their goods are not stampeded by careless and nonsensical statements and inducements.

This concern's heads are firm believers in diversified advertising. In other words, their harvesting machinery does not cover simply one crop, but they make machinery both for hay and corn, which are our two largest farm products, and in this way should there be a setback in one crop they still have another different product on which they can hope to keep up the volume of their business.

In the manufacture of their hay implements, as a rule when the hay crop is good in the East, it is poor in the West, and vice versa, but this creates an enormous demand for hay for the large cities from the districts where the crop is good, and consequently, the demand for hay machinery is always exceedingly good. If there is a general good hay crop all over the country, which is quite exceptional, their

hay harvesting tools will have an extraordinary large sale, while the hay-press season will run on an average.

Of course, the condition sometimes arises that there is almost a total failure in hay.

It is then that the wisdom of diversified advertising comes into play.

However, the other lines of machinery are for the corn crop. This crop covers so very many different states and the conditions in the vast area are so different that in the aggregate they are always sure of a good business. If one section is light another is heavy, so that even with this exceptional year in the hay line, the diversified manufacturing and selling of the corn harvesting machinery brings the sales up to where the general business shows its regular increase.

Advertising the goods has been the basis of the company's success, but coupled with this is the method of handling salesmen and the constant work to assist dealers in selling good farm machinery at a good profit.

In fact, the bigness of some competitors has been their weakness and this concern's opportunity.

There is plenty of opportunity for the smaller manufacturer to make and sell lines of agricultural implements irrespective of the many bugbears that so many manufacturers fear. — Judicious Advertising.

175,000 Immigrants with \$50,000,000.

Figures just published by the Canadian Pacific Railway show that 175,000 immigrants were carried from the Atlantic ports to the Canadian wheat fields during the past year by that road, and that during the busy season in the spring over a thousand a day left the port of Montreal for the West.

These immigrants were for the most part possessed of a small amount of capital, and it is estimated that no less a sum than \$50,000,000 dollars was brought by them to swell the flood of Canadian trade.

"Feyther, you are not lookin' weel. Is there anything the matter?"

The old man replied: "Aye, lad, I have had quite an accident."

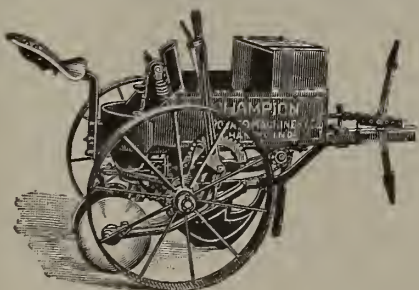
"What was that, feyther?"

"Mon," said he, "on this journey frae bonnie Scotland I lost my luggage."

"Dear, dear, that's too bad; 'oo did it happen?"

"Aweel," replied the Aberdonian, "the cork cam' oot."

The O. K. Canadian Automatic Potato Planter Will Satisfy Your Customer.



**BECAUSE IT'S
DURABLE, RELIABLE
and SIMPLE**

IT'S automatic cup device does not puncture or bruise the seed in any way, thereby assures a perfect stand. It's a money maker.

We manufacture potato cutters, planters, sprayers and diggers, riding cultivators, cattle stanchions and stalls, and litter carriers.

Write for our descriptive Catalog to Dept. B.

Canadian Potato Machinery Co., Galt, Ont.

Transfer house with complete stock at Winnipeg.



A TRACTOR FOR BIG FARMS

No doubt you sell to farmers who cultivate large tracts. There's good profit in handling a Hart-Parr Tractor. It makes friends for your business. It holds customers. Complaints are few and far between. No matter where we send them—to Argentina, to Dakota, to Canada, to the Philippines, they fight their own battles because so well constructed, so severely tested, so thoroughly examined before leaving our hands.

The 45 B. H. P. Tractor

equals pulling power of 22 to 25 horses; the 30 B. H. P. Tractor does the work of 15 to 18 horses.

The farmer can plow, harrow, drill, harvest, thresh, haul wagon trains; grade roads, run any kind of mill. He can earn good money working for neighbors.

Our Liberal Agents Proposition—Write for it. We will send catalog and complete details.

HART-PARR COMPANY

36 Main St, Portage La Prairie, Manitoba
or Saskatoon, Saskatchewan.



104



McCormick Drills

The Satisfactory Seeders

When you sell a McCormick Drill to a farmer, you sell him the best all-round seeding machine made, and, at the same time, you add another satisfied customer to your list.

McCormick Drills are made in a Canadian factory, by Canadian workmen, under the supervision of Canadian experts who know conditions in every part of the Dominion, and who build machines to meet those conditions.

Your customer appreciates your interest in furnishing him with a machine that works perfectly in his soil.

It pays to push McCormick drills, McCormick disk harrows, peg-tooth harrows, spring-tooth harrows, cultivators, and land packers—pays both in money and business prestige.

When the blockman makes his next visit, see him about McCormick Drills. For catalogues and other information write the nearest general agent.

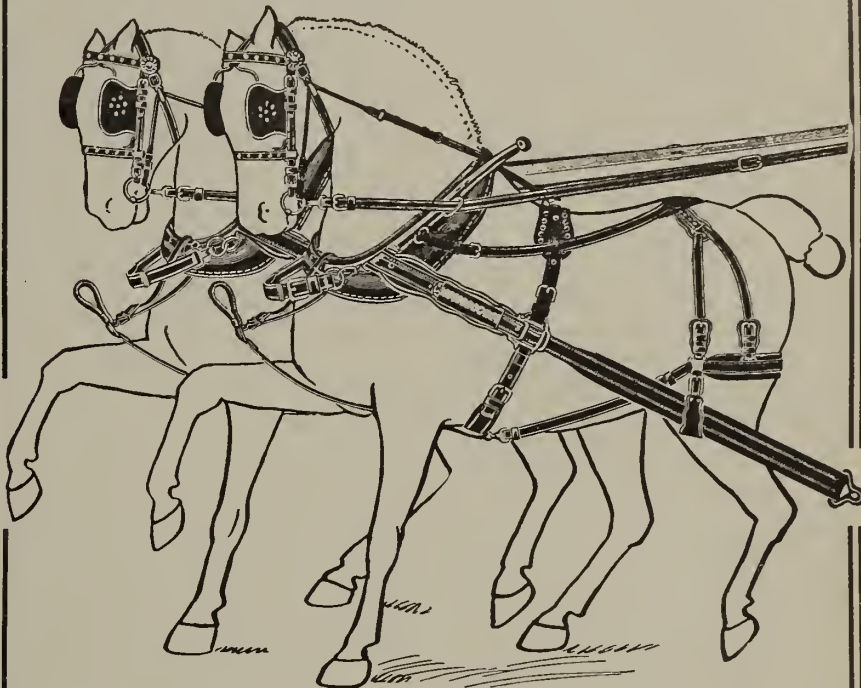
WESTERN BRANCH HOUSES

International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta. Edmonton, Alta. Lethbridge, Alta. North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

BONSPIEL

and then comes spring with the hurry and rush of preparation for seeding. Farm **Harness** will be in immediate demand.



Are you prepared with a Stock?

If not, make a note of our **Winnipeg Address** and when in the city for the Bonspiel call and look over our lines. We have styles and prices to meet any and all requirements and will esteem it a privilege to have an opportunity of meeting you, personally, and to have you inspect our stock.

**Heney Carriage and
Harness Co. Ltd.**
166 Princess Street,
Winnipeg.
MONTREAL, P.Q.

Utility of Manure Spreader

While conducting an experiment station for some years, the writer kept a careful account of the value of the spreader over the old method of applying the manure, and, without becoming technical, will sum up the results of the last five years' use of a spreader in a practical way.

What do we spread manure for? To see some farmers at work one would think that it was only to get the manure out of the way. Such farmers will let the manure collect over a winter's feeding and after the harvest will haul it out on some of the fields nearest the barns, where it is thrown in small piles or scattered in such a way that will give some spots too much while others will receive none at all.

The result will be that when a crop is planted or sown on the land there will be three kinds of crops grown. First, where there is no manure, the crop will indicate the poverty of the soil in general; where there was a fair amount of manure spread there will be an increase in the crop, and where there were bunches, or heavy applications, there will be either an abnormal yield or none worth speaking of. In the case of plenty of rain, the former condition will exist but in the case of a drought the excess of manure will increase the damage of lack of moisture.

Recent experiments in the application of manure have shown that we get more than the simple increase in bulk in the crops shown. They also increase the food content of the crops. The Minnesota station has found that timothy contained 2.3 per cent more protein than was found in an unmanured crop, and that in corn there was a gain of 60 per cent in protein content over the unmanured tracts. These experiments teach us the value of manures, and in the values thus

illustrated we should study the best means of application.

Experiments conducted by the writer show conclusively that six loads of manure (three-horse spreader loads) to the acre would make more increase in crops than would more loads. We also found that no man could spread six loads of manure on an acre of land by hand and cover all of the land. He could not spread it thin and evenly enough to cover the surface. Ten loads were required to cover an acre by hand.

Another thing learned was that the manure was worth \$1.50 per load, so that in the application with a spreader which spread 20 loads per day, there was saved on the three and two-thirds acres covered, thirteen loads of manure, or \$18.50 per day. Hence a spreader costing \$105 would be paid for in saving of the manure in a little over five days. Not only this, but the crops on the machine-spread tracts would be more uniform and better, not to mention the saving in labor.

Before the manure spreader was installed on the station farm, we had to use the manure-hauling job as a sort of punishment. Students were willing to do any other work but that. With the spreader in commission, the conditions were reversed; every student would rather haul manure than do anything else.

The advantage of the spreader is not confined to the increased surface covered, more even crop growing and saving in labor, but it places a farmer in a position to become independent of seasons. He may apply manure from day to day as accumulated, and does not have to wait for any one crop to be removed. He can apply the manure to his pasture and meadow lands without causing the cattle to refuse to graze over them as in the case of hand application.

Manure can be scattered in the meadows with no danger of its being raked up in the hay crops, so fine is the manure made in the application that there is no danger of its becoming a source of contamination.

Lighting the Farm House.

In these days of modern improvement it is not an unusual sight to see the farmer coming to town in a run-about or touring car, nor to see him operating his churn, or pumping his water with an engine; it is becoming an evident fact that he has realized his time is worth money to him; he plows with a mammoth tractor, frequently hauls his grain in the same manner, cuts his wood, grinds his feed, and runs his cream separator by power, but in few cases has he availed himself of the advantages of electricity.

It may not be generally known that electricity has been perfected to the point where it can be adapted to farm uses with safety; a general fear of the mysteries of electricity exists, and for the benefit of those who have allowed this misunderstanding to intrude itself between them and a cheap and advantageous utility we would say that a child may without harm come in contact with 30 volts, the required strength to operate a Tungsten lamp, and an adult, if normal, will withstand at least 250 volts without serious results.

The Tungsten lamp requires but one-third of the voltage to operate that the old style incandescent did, and the storage battery, which may be charged as required, say once a week or oftener depending on the number of lamps served, has been perfected to such an extent that it demands little attention on the part of the owner.

A small dynamic generator is put in motion by auxiliary power, and in the matter of a few hours will charge the battery sufficiently

to light a considerable number of lights, which if properly wired will ensure an incomparable degree of safety from fire as compared with the old-fashioned oil lamp. This can be accomplished at a comparatively low cost, several such outfits are being manufactured and may be purchased at prices ranging from four to seven hundred dollars.

"Clever Ads."

An advertisement should be like a good window—with no peculiarities to obstruct the view beyond; a sensible and effective picturing of the goods for sale is the only desired end.

Striving for rhetorical effect; straining for an unusual phrase are mistaken conceptions of the proper manner in which to convince your reader of the merits of your wares. Cut out the rhetoric, do not pay undue attention to rhythmical phraseology, but get down to facts and accentuate your description.

You ask, "why?" Because a "clever ad." invariably attracts the attention of the buyer from the goods to the mere cleverness of style that is used in getting the ad. together, and the required effect is thereby lost; your money has been spent without result.

An advertising man in the East, who was connected with a firm manufacturing gas machines, in an inadvertent moment once wrote this head line: "Acetyline, the Little Brother of the Sun;" this was very much commented on and the advertiser was complimented on its "catchiness." However, it proved to be too "catchy;" the point was entirely lost in the head line, and the advertiser found the unprofitableness of "cleverness" in advertising; the next issue he changed to "Home-Made Gas." Homely, perhaps, but decidedly more to the point.

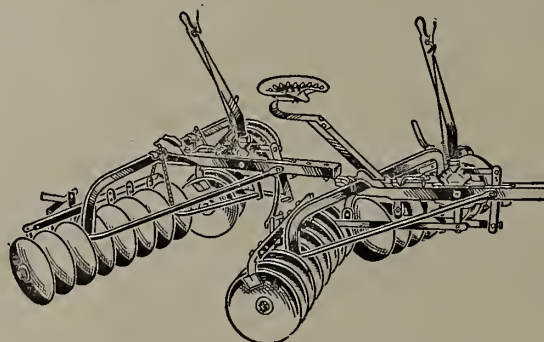
Advertising has become one of the arts; the successful business man has long since admitted its indispensability to him, but much money is annually spent in advertising that surely must bring few results financially; study of this is urgently required, together with carefully acquired knowledge, both of the class of custom that is being catered to, and, of course, the goods handled.

The advertiser who does not recognize the importance of going, it matters not whether he be in the carriage, implement or drug trade, is not getting the best results through his advertising.

Both Out Throw and In Throw.

This illustrates the correct Harrow for Summer Fallow work. It is a double action Harrow, both out and in-throw, working the ground twice with the one operation. The "Bissell" in-throw Harrow in the rear worked at a sharp angle, leaves the surface of the ground pulverized like a "mulch," so it will hold the moisture. The central position of the seat is convenient from which to adjust both harrows. Six horses will handle this double action nicely. There is no neck weight, and it works complete without a fore truck or other "make-shift." Suitable for either engine or horse power.

For further particulars write Dept. E.



The "Bissell" Double Action Disk.

MANUFACTURED EXCLUSIVELY BY **T. E. Bissell Co. Ltd., Elora, Ont.**

John Deere Plow Co., Ltd., Winnipeg, Man. Sole Agents.

Mud Slinging.

The "Iron Age" in a recently printed issue deals tersely and concisely with the business man who neglects his own affairs to attend to those of his competitor's. We reproduce the article herewith:

The man who digs a pit to entrap his neighbor usually falls into that pit himself. The man who carries a revolver to protect himself is in much greater danger of being shot with the same revolver than are any of his enemies. Elizabeth Fry once told the King of France that he should not build prisons with dingy cells for the reason that he and his children were very likely to occupy them—and history advises us how well this prophecy came true.

It is a fact in nature that we get back just exactly what we send. The man who looks for trouble invariably finds it—just as the man who argues with the bell boy in a hotel or the porter on a train about getting the right kind of service, winds up by having been treated to a very "interesting" journey.

We often find men who are so interested in the affairs of their competitors that they have no time to attend to their own.

Once upon a time, a certain merchant employed a clerk to sit by a window in a loft over the store to watch the customers who entered the place of business of a competitor across the street.

The man who is deeply interested in his competitor and in his business affairs is on the verge of taking a post-graduate course in the "art of slinging mud"—and from all statistics which we have been able to gather on this subject, slinging mud is about the poorest business on the calendar, and pays the least dividends, aside from the fact that it takes your energy and your brains away from your own business.

The history of merchants who have been deeply interested in the affairs of their competitor has been found along the shoreline when the pieces of that business have been picked up after the storm. It is a fact that quite a few people enter the business game, advertise themselves as "Smith & Jones, Dealers in Hardware," then convert their institution into a "Mud Slinging Shop," the affairs of which are finally taken over by the credit man.

"Every knock is a boost." If a man talks about you or about your business, simply put him on your payroll. It makes no difference what he says, just so long as he talks. No man looks so thoroughly undone and so thoroughly bespattered with slime as the man who has just emerged from a "contest of slinging mud." While the proprietor is engaged in the gentle and dignified art of throwing mud, the help "goes uptown"—the boys go to the ball game; the stenographer goes to a meeting of suffragettes—cobwebs build fantastic airships around the chandelier; rats chase each other from attic to cellar; the store opens late; customers take their cue and go "up the street" or to the mail order house to trade—no one cares, the boss is "slinging mud"—the ship is on the rocks and will soon drift in with the tide.

Two ministers, once upon a time, in a small town in the South, entered upon a little excursion of "mud slinging." Special meetings were called at the church, mass meetings were held in the town hall, farmers quit their work, neglected their crops, came to town to "pitch horse-shoes" and gossip—the air

was rife with rumor and scandal. The idlers, whose business it was to sit about on boxes in front of the store, rejoiced and were exceedingly glad. Stores closed, business stopped and the town went to the "bow-wows," from which it took just about one year to recover.

When two business men or two business concerns forget their dignity and begin a course in "mud slinging," the sheriff and the auctioneer are awaiting just around the corner with a stuffed club.

Ireland's Potato Crop.

The potato crop in Ireland for 1911 is estimated at 3,694,856 long tons, or 137,941,290 bushels, an increase of 30,730,336 bushels over the previous year. The acreage of the crop was 591,259, as against 592,985 in 1910. The largest results were obtained in the north and west of Ireland, where the ordinary yield was about 280 bushels to the acre. The average for the whole of Ireland for the ten-year period, 1901 to 1910, was 174.45 bushels, so that the yield for 1911 was more than 30 per cent. above the normal crop.



5-ton Pitless Scale

Get Ready for Early Spring Trade

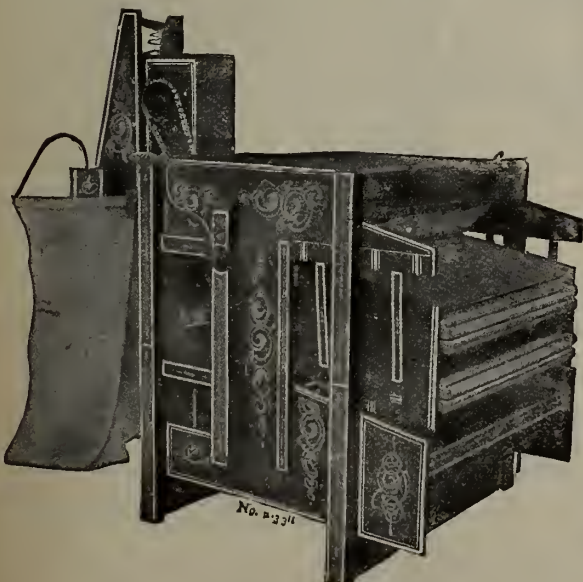
We have openings for good Agents in several unrepresented districts. See us when at Winnipeg Bonspiel. If too busy to call, we will have a representative see you at any convenient time or place.

CATALOGUES, PRICES AND FULL
INFORMATION UPON REQUEST

Gray-Campbell, Limited

WINNIPEG, MAN.

MOOSE JAW, SASK.



Made in 3 sizes, for Hand and Power



Chatham Screw Pickler



Campbell's Favorite Kitchen Cabinet

Protection of Implements

It would seem natural for one interested in the making and sale of implements to think that the more quickly they are worn out the better for his business, but this is not the view taken by M. R. D. Owings, of the I.H.C. He considers that no farmer can be correctly styled a business man who leaves his plow in the fence corner, his binder in the field, where cutting was finished, and his new wagon under the eaves of the cow shed. A farmer working on business methods must take into consideration the capital invested in his implements, allow so much for depreciation, and at the same time see to it that they are properly housed. It is not enough to be able to make good any loss, and replace with new machines, this is not good commercial doctrine. The laws governing continuity of service apply exactly the same to

a cream separator and a wagon as to a manufacturer's planer or grinder. Of course, owing to the seasonable use of farm machines there are lapses of time when certain machines must remain idle, and at this period they should be best protected. Scientists say that the muscles of an arm wither more quickly from inactivity than from over activity. The same thing is true of equipment, whether on the farm or in the factory. More plows have been worn away by the weather than were ever worn away by service. True as this is, very little attention has been paid to the service of machine care. Experimental stations will work for years to show how to grow forty bushels of wheat to the acre where thirty bushels grew before. No one questions the usefulness of this good work, but it takes the difference of a good many acres to pile up enough dollars to buy a new

binder, and yet, very little time is spent in showing how to increase the life of a binder from five to ten years. Perhaps they leave it to the common sense of the farmer. If they do, all right, for common sense is really the thing that is needed.

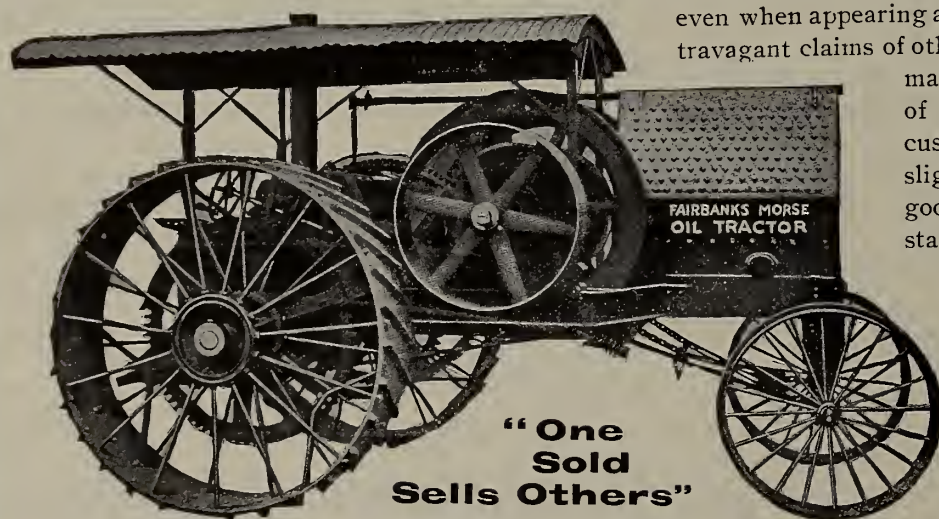
College instruction, ancestral advice and original research in the care of farm machines can all be simmered down to these three elementary necessities — good roofs, good paint, and good lubricants. These three determine whether the days of a machine shall be long in the land or whether it shall soon return to the dust whence it came, and another order go to the firm who made it. Few people realize how simple and yet how essential such care is, and for those who have overlooked this phase of agricultural life the experience of one successful Kentucky farmer may contain helpful suggestions.

This man ran a big farm in that state, and in spite of inefficient help and long used soil made money. He was a firm believer in taking care of his implements, and he practised what he believed. Back of his barn he had erected a long, low shed, not particularly showy, nor expensive, but dry, and under this shed he kept everything in the equipment line, from grindstone to wagons. In one end he built a home-made improvised paint shop. When he finished his plowing he saw to it that his men brought the plow back to the shed. He then went over it thoroughly with a coat of white lead, and it was left that way all winter. In the spring a little kerosene or turpentine was applied which loosened the paint so that with the first contact with the ground the share came out smooth and shiny like a mirror. "That plow," said the Kentucky man, "cost me \$35, the paint cost thirty-five cents., and it made the plow last several years longer. That is just an illustration of my procedure with every machine I own. Every two years I make it a point to go over the binders, mowers, and all the machines I have on the place with a good metal-base paint. I take off the binder canvasses, roll them up and put them out of the way of the mice. I grease the sickles of the mowers and binders, wrap them up and put them away in a dry place, then when I have occasion to use these machines I put the sickles back in place and before the first circuit of the field is completed they are as bright and shiny as when new. I generally use red paint because I like that color, and because red lead is better than white for outside work. I keep even the tongues and whiffletrees of my wagons as good as new. They are mostly made of locust in our country, and when properly painted last a century.

This painting is not a hobby. I have found that it pays. One time I sold a binder which I had used steadily for six years for over two-thirds of what it cost me, and I didn't cheat the fellow either. It was practically as good as new. I don't use this paint simply because I feel more friendly toward the paint manufacturers than I do toward the implement men. It is merely a matter of economy with me, because "paint is cheaper than new machines." You know the parts of a binder, for instance, that are subject to wear are the chains, the gear, the boxes and knoter. Painting won't help these, but plenty of oil will. When I first started farming the most important bit of barn furniture was the oil can. After a long trip I make it a rule to grease my wagons, with the result that they are always ready and always shipshape. I invent patent dust

Talk Quality to your Prospect

Quality has always been the outstanding feature of anything produced by the Fairbanks-Morse Company. We have never overstated the good points of our goods in our advertising, even when appearing alongside the most extravagant claims of other houses. Yes—you



**"One
Sold
Sells Others"**

may talk up the quality of our line to your customers without the slightest fear of the goods failing to substantiate what you say.

A little pump, a small engine, a big tractor, it's all the same—quality rules, absolutely. This policy has made the Fairbanks-Morse name worth millions.

We Sell

**Kerosene and Gasoline Tractors, 15-30 and 30-60 H.P.
Gasoline Engines, all types (Portable and Stationary) 1 to 500 H.P.
Binder Engines (adaptable to all makes of binders).
Marine Engines.
Hand and Power Pumps for every purpose.
Truck, Pitless and other Scales.**

If you are open to make a contract, write us. We will be glad to correspond with dealers in districts where we are not already represented.

*"The dealer who handles the CANADIAN FAIRBANKS-MORSE line gets **Compliments** instead of **Complaints**."*

The Canadian Fairbanks-Morse Co.

WINNIPEG

SASKATOON

CALGARY

LIMITED

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

protectors of my own when none come with a machine, and where this is not possible I keep the exposed parts cleaned. He concluded by saying, these matters may seem unimportant to some farmers, but when prices were low I made my farm pay. I do not claim that this result was due entirely to caring for the equipment, but the fact remains that I made every cent of capital invested return a dividend.

Man's Undesirable Companion.

Calgary sounds at once a note of warning at arrival of two rats on separate trains from Winnipeg, and of gratification over the despatching of the invaders. Happy Calgary! The city without rats is to be congratulated. The gopher, with all his energy on behalf of the tube project, is but a mild affliction compared with the domestic rat. California's leading cities have spent large sums in ridding themselves of these pests. The invasions may have been disguised blessings, for they forced the cities to substitute concrete for wooden pavements, and improve all the wooden cellar floors out of existence. They forced the people to clean up

every noisome corner that might afford a refuge for the pests. Whether the rat spreads disease germs, or merely shows by his presence that there are many germ-breeding holes and crevices about, may be a disputed point. But, whatever be the verdict, the moral is to leave no refuge for rats. Japan has a rat problem on its hands, and one city is to be paved and floored with concrete as a defensive measure. Calgary need not hope to escape unless its vigorous newspaper crusade is supplemented by a practical defensive campaign.

The rat has followed the westward march of empire, crossed Europe quite leisurely, and reached the eastern coast of this continent about the middle of the eighteenth century. It took almost a century to cross the continent, but at the Pacific Coast it soon made its influence felt. Calgary need not hope to escape by destroying the two pioneers, for the mother rat brings forth three or four litters of ten or a dozen every year. There is a milder, long-tailed species, called the black rat, which still manages to exist in the Southern States, but in the north on both continents it has been almost exterminated by the

more aggressive brown rats. Statisticians have made alarming estimates of the annual destruction by rats, but they (the rats) are still allowed to thrive. They can swim, run, hide, fight, and subsist on almost any kind of animal or vegetable food. They become nocturnal in habits when operations by day are dangerous. While it may be well to warn Calgary that her invasion is inevitable, it might be better to consider our own extensive facilities for the comfortable housing of rats.

"Lady," said Meandering Mike, "could yer let me have a piece of soap?"

"What do you want with soap, my man?"

"Me mate has got de hic-ups, and I wanten scare him."

Farm Automobile.

A new and special type of farm automobile has recently been devised and put on the market in Scotland, designed especially for farm work, and which is not only suitable for plowing but may also be used with the reaper or cultivator. It will prepare the seed bed and sow in one operation, and can be driven at a greater speed than horses.

This is a light form of tractor, and it is computed that the cost of operation in plowing is in the neighborhood of \$1.00 per acre, including depreciation, labor and fuel; the initial cost is \$1,500. It is well made and can readily be adapted to other uses on the farm.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Oliver Plows Alone Have These Advantages

When you sell Oliver plows you carry in stock only three sizes of tractor gang units—4, 5, and 6-bottom—standard units of the most saleable sizes.

By using these three small gang units in different combinations you can sell a tractor gang with any number of bottoms your customer wants.



This illustration shows a 15-bottom Oliver Plow, built up of one 4, one 5, and one 6-bottom gang unit. Note the flexible joints.

Oliver gang units are comparatively small and easy to handle. A large number of them can be stored in a small warehouse. Four 12-bottom engine gangs can be shipped in one box car. Think of the saving in freight and warehouse space implied in those two statements.

When your patrons buy Oliver engine plows, they buy the only flexible tractor gang—the only engine gang made that plows uneven ground to a uniform depth—the only one that can be built up conveniently to any desired size. When he wishes to increase the size of his plow, he can add another unit or two direct from your stock.

Oliver plows—whether horse or tractor drawn—offer more advantages and prospects of larger sales than any other plow on the market.—Let the nearest branch house show you all the reasons why you should sell Oliver plows.

WESTERN BRANCH HOUSES

International Harvester Company of America
(Incorporated)

At Brandon, Man; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man; Yorkton, Sask.

Correspondence as a Business Getter.

Aggressiveness is the one word in business today; it spells progress and is the one principle upon which successful trade is fundamentally founded. There is too little aggressiveness in the implement trade, enough is apparently as good as a feast to the average dealer, who takes what comes to him and is satisfied.

To our mind there is not another line of business in which the same apathy may be shown without almost inevitable failure resulting ultimately. Should the grocer, the butcher, the baker, or the dry goods man sit in his store without advertising or making other effort to get business than simply waiting for his customers to come, we would know where to place the blame when his shutters are closed and crepe is hung on the door of his commercial career; yet implement dealers are, almost to a man, allowing their several businesses to run themselves in this manner, and surprising as it is to relate few assignments are noted in the trade.

The time is not far distant when the dealer will have to

come to time in this respect, competition is getting keener every year, and personal friendship is cutting less ice than ever before in selling goods. Nowadays it is up to the dealer to handle the goods, get after the trade, and, after he gets it, hold it, in order to show the proper amount of balance at the end of the year; with the growing hold that mail order houses are getting on the farm trade, no opportunity should be lost to impress the buying public that the same or better goods are to be secured at their own door for even less money.

There can be no better way in which to gain the attention of customers than the bargain sale employed by departmental stores in large cities; they are working it every week, and it apparently never fails; although strictly not a legitimate method of retailing, the bargain day has been in vogue for years, and by selling an article at cost or even lower, attention is drawn to other lines that are for sale, and the resultant loss through the sale of the bargain is more than made up in these other lines.

This is not competition, and

cannot be adopted by the implement dealer to his advantage, nor to the betterment of the trade, but a parallel instance may be used to good effect, and is being adopted by up-to-date dealers to the south of us.

A dealer in Nebraska recently came to the conclusion that he was not getting a fair share of the business that came to his town, which was situated in a farming community. By careful observation made of advertising methods used by city firms he convinced himself that the object to be attained was the attention of buyers; that their attention was only to be acquired by judicious advertising, by correspondence, and a systematic following up, of letters written, with descriptive literature.

He also realized that he must specialize, and as the winter months were approaching it occurred to him to be the proper time of the year to sell gasoline engines. He secured an agency of a line that had been recommended to him some time previously, and had a few shipped in, with a considerable quantity of descriptive printed matter. He then wrote this letter, which he had printed in circular form on his letter heads and mailed one to every farmer in his vicinity:

Dear Sir,—It may be that you have in consideration the purchase of some implement that will materially aid you in the operation of your farm; if so, we are here to serve you.

We have a full stock of farm implements which we will be glad at any time to demonstrate for your approval, and the prices of which are consistent with the high quality of material and workmanship that they contain.

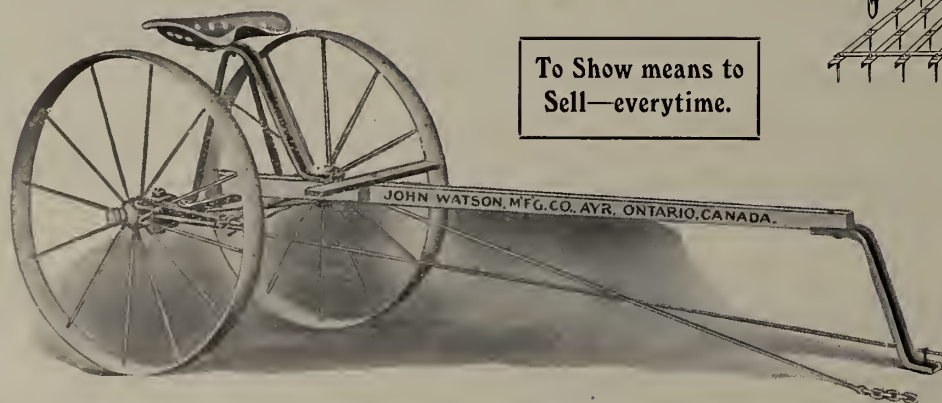
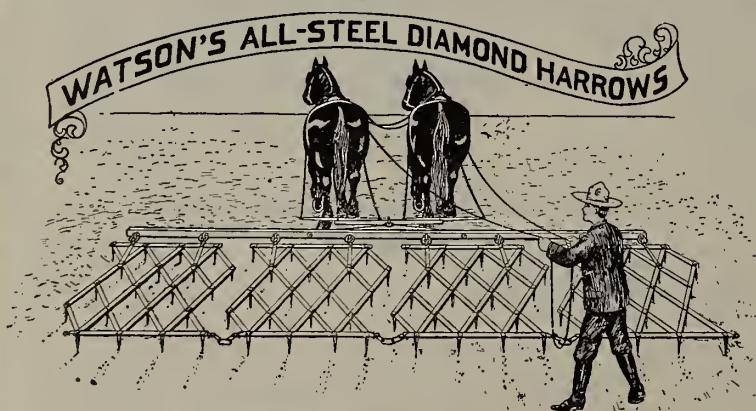
We would especially draw your attention to the complete line of high class gasoline engines that we are handling; they are fully guaranteed by the makers and after careful experiment and inquiry we unhesitatingly recommend them for farm purposes; we have one of these engines now set up in our show room, and are demonstrating its many good points every day.

Come in the first time you are in town and we will crank it up for you; you will be surprised at its quietness, power, and simplicity of operation.

Yours truly,

With this letter the dealer enclosed the printed matter which had been sent him from the factory, and in the course of a week or ten days followed the correspondence up with another circular letter in cases where he

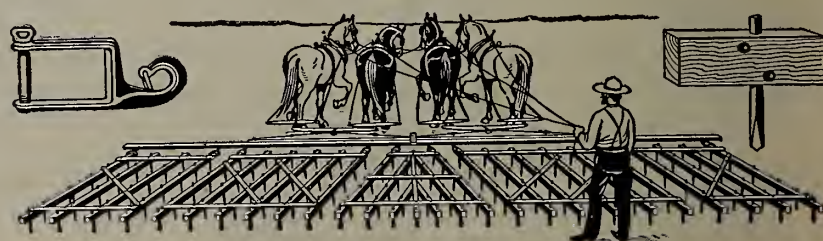
WATSON Implements Make Pleased Customers!



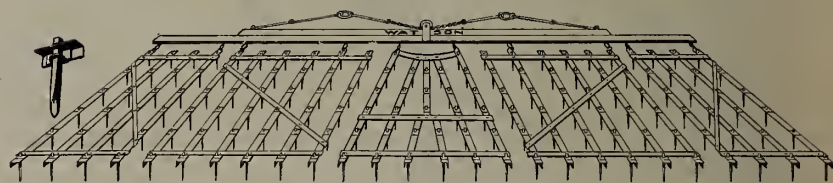
WATSON'S STEEL WHEEL HARROW CART

Enables the farmer to ride while he harrows.

To Show means to
Sell—everytime.



WATSON'S BOSS WOOD HARROW.



WATSON'S STEEL BOSS HARROW

Visitors to the Bonspiel cordially invited to look us over

John Watson Mfg. Co.

Cor. Chambers and Henry Streets

WINNIPEG

had not heard from the first, which read something like this:

Dear Sir,—Our special five h.p. engine No. 60 Big Bull is now being demonstrated daily at our show room, driving a feed grinder, pump, cream separator and portable saw from line shafting.

This is an interesting sight, and gives the person who is not conversant with the possibilities of the gasoline engine, an intelligent and comprehensive conception of the enormous degree of labor saving of which it is capable.

This powerful engine weighs but 500 pounds, and can be mounted on a truck whereby it may be set up ready for work at any location on the farm in which it is needed; we also supply the truck at a small additional cost.

We will be glad to explain it to you in detail.

Yours truly,

During the two months preceding Christmas this dealer sold in all ten engines, and he states that he has booked orders for other farm implements that he is certain would not have come his way if he had not pursued the above outlined course.

Now, ten engines in two months may seem to be too trivial to the dealer to waste his time over; it is true that the ensuing profit may not have been much, but it must be remembered that is was just so much more than would have been credited to the dealer if he had not gone after it; it brought him in touch with farmers that he had not previously done business with and undoubtedly opened channels for future sales.

The up-to-date business man meets with the respect of the buying community; they respect him for his methods of selling and they honor him just as much for prompt and regular means of collections; the haphazard merchant has no place in commercial life, and will die a natural death in time. He is but an obstacle in the path of progression, not only to himself, but infinitely more to his competitors.

Darkest Russia.

It is reported in the daily press that, owing to complete crop failure in eight provinces of Eastern Russia, and partial failure in twelve others, twenty million souls are in peril of starvation, in fact, Russian authorities have reluctantly "admitted" that hundreds have already died.

In the year 1910 the aggre-

gate crop in wheat, rye, barley and oats harvested in Eastern Russia, amounted to 3,091,455,000 bushels. Reports for the year just passed show a decrease of 600,626,000 bushels, with no corresponding increases in other grains.

It is further stated that the heaviest mortality is among school children; they are dying on every hand, and no available relief is apparent.

It is a remarkable fact that these circumstances appear to be common to Russia alone, every year for generations we have read, more or less apathetically, reports of Russian famines, and it has unfortunately been reported that relief funds made up by kindly Anglo-Saxons, and tendered to Russian local governments for distribution among the sufferers have invariably been side tracked and diverted to other channels.

Under these conditions is it small wonder that in such a country the fanatic prowls in dark places, seeking the destruction of all bearing the insignia of authority, when in every probability he is goaded to it by the fact that his old mother, or father, or a loved one is perhaps dying a miserable death in exile for a trivial offence against the government?

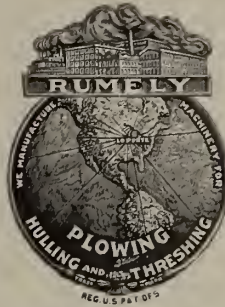
Does the average Canadian appreciate the freedom of his existence? Most assuredly not; what does he know of hunger, or privation; oppression or poverty? An instance of starvation revealed results in a cloudburst of spontaneous philanthropy.

Water Melon Industry.

Some parts of South-Western Kansas are particularly inaccessible to railway conveniences, and as the land is well adapted to producing melons an industry in connection with this product has been started that may affect to a great extent the syrup market.

Last summer a number of farmers in that section raised nothing but melons, which they pressed, selling the seed to seed houses and making the juice into syrup, which they claim is more palatable than any now sold by retailers. A company has been formed among these farmers who propose to manufacture water melon syrup in large quantities.

Shortly after a romantic girl faces the parson with the man of her choice her romance evaporates.



Learn Gas Engineering

The idea suggested itself one day when the son of an *Oil Pull* owner asked to have us give him a practical course of training in our factory. You see he had a thrift bee in his bonnet and wanted us to help him help himself. Going to run his Dad's outfit.

Right there it occurred to us that this was an opportunity for us to enlarge the idea by helping all *Oil Pull* owners and their sons or anyone else who was so inclined. Under the title of the Rumely *Oil Pull* School we paved the way; simply a scheme whereby you can learn Gas Engineering in a practical way, and at a time when it will not interfere with the regular farm work.

About three hundred attended this School last Spring, and it proved such a good thing, that we have decided to hold it again during February and March, 1912. There will be four separate Schools, each giving the same instruction. The dates have been arranged as follows: Calgary, Feb. 12th to Feb 24th; Saskatoon, Feb. 19th to March 2nd; Regina, March 4th to March 16th; Winnipeg, March 11th to March 23rd.

The instruction combines both the practical work in the shop and on the engines, together with a series of easily understood lectures. These lectures are practical talks on all the principal details on the Gas Engine. On completion of the course successfully a diploma is awarded. The illustration below shows a few of our 1911 students on a train load of *Oil Pull* tractors.

The Course is open to everyone interested in Gas Engineering. Owners, their sons or their engineers of either Rumely, Gaar-Scott, Advance or American Abell machinery attend free. Which-ever School you wish to attend write the M. Rumely Co. at that point making application, and arrange to be on hand with your old clothes or overalls on the opening day, so as not to miss any of the work.



Rumely Gas Engineering Schools

CALGARY, ALTA.
REGINA, SASK.

SASKATOON, SASK.
WINNIPEG, MAN.

Interest for Credit.

A leading implement dealer of the West called to see us the other day, and in the course of conversation the topic of terms was discussed; on this subject the dealer informed us that he had thoroughly tried out a system of cash or interest bearing notes for settlement, and that he had found it to be entirely satisfactory.

"I realized in the start that the credit plan was not to be adopted for long with the class of trade that exists in my territory; I tried it at first and I soon discovered that to continue it would put me out of business; although the farmers could pay they had not been educated up to it, and I decided to do it myself.

I also tried the two price game, and proved it to be wrong; often times a farmer who had availed himself of the credit price would discover that his neighbor had bought for cash at a considerable

saving to him, and then there would be a roar; all that he could see was the difference between the prices; no amount of reasoning could convince him that it was costing me part of my profits to carry him on my books; he could not realize that there was a corresponding difference in the fact that his neighbor had paid me on the nail while he had accepted the accommodation of months to do so.

I therefore determined to sell for cash or to secure my settlements by notes bearing interest at local rates; there were only two of us selling implements in my town, and I went to my opposition and asked him to also adopt the system, but was turned down. I then decided to at least give it a trial, and have found it, as I said before, to be entirely satisfactory both to myself, and, I believe, to my customers.

I first figure out my cost carefully, and ascertain what I must charge to ensure the proper profit; this is my cash price, and the only one that I have; the only one that I quote to every customer, and if he asks for credit I tell him plainly that the price quoted is for cash, and that if he requires credit he may have it secured by note at current rates.

Once in a while a buyer tries to

get around this principle, in which case I do not have much difficulty in assuring him that my prices are figured on a strictly cash basis, and that any reduction therefrom would mean a loss to me.

My competitor eventually came in on the proposition, and business in our territory is now a pleasure to conduct, compared to conditions prior to the adoption of this system.

Business men in other lines have also adopted the scheme, and they report that they are able to meet their paper, and in many cases are now in a position to take advantage of discounts."

Co-operative Banking.

This system of obtaining money has placed the German agriculturist on the strong financial basis that he to-day enjoys; it has relieved him of the incipient worries that are incidental to his vocation regarding the finding of finances to aid him in his operations, and this system of banking might well be copied in this country, where the business man considers the methods used to be the best on earth.

Many years ago a chain of Rural Credit Banks were installed in Germany under the name of the Raffeisen System, and has since grown to inconceivable proportions; a business entailing a turnover of more than one billion dollars was done in the year 1909, and although the statement has not as yet been issued covering last year it is estimated that there will be shown an appreciable increase on this amount.

A society of farmers is first organized, who merge their interests, and on the strength of their combined personal holdings procure a loan which is deposited in their own bank, and loaned out

to members of the association as required at a low rate of interest, with the stipulation that it is to be used only in operating their farms.

Farmers in the United States are becoming interested in this method of financing, much literature is now being circulated by the local agricultural granges for its propagation, and it is likely that in the course of a few months co-operative banking will be general.

Trial of French Tractors

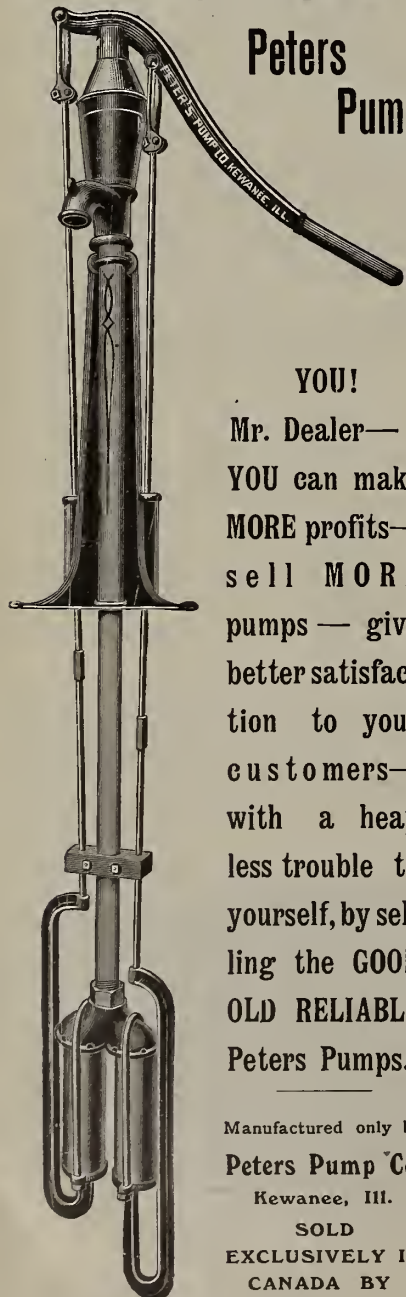
The following account of a tractor test held last fall in France is reproduced from *Implement and Machinery Review*, London. It would appear that the use of farm tractors is not limited to the large, level farms in North America, but that there is a profitable field for them on the smaller estates of Europe.

By selecting Melun as the venue of a show and trial of motor tillage implements the Association Francaise de Moto-Culture, under the direction of the general secretary, M. Sibernagel, chose an agricultural centre that probably offers a larger scope for business in motor-actuated mechanism than any other district in France. In the department of the Seine-et-Marne there are huge farms devoted almost entirely to the growth of beet for sugar factories, and the distilling industry is of scarcely less importance. Not only is machinery wanted for ploughing and hoeing beet fields, but motor wagons are of considerable service in carrying the produce to the factories. Consequently, a great deal of interest was taken in the show at Melun, as well as in the trials, which were followed by a large number of farmers from all over the department. Quite a number of machines were sold, from which it may be concluded that makers of motor mechanism would do well to support demonstrations of this kind, while it is to be hoped that the interest taken by farmers in the show at Melun will encourage the Association Francaise de Moto-Culture to continue its propaganda elsewhere.

No fewer than nine machines were present to take part in the field trials on the last three days, but most of them put in an appearance at the last moment and were quite unprepared for the test, with the result that several failed

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S

Handy Low-Down Suspension
Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

Dowagiac Drills & Seeders
Are the Leaders

REASONS WHY
ASK US NOW
DOWAGIAC MANUFACTURING CO.
YOU SHOULD KNOW
DOWAGIAC, MICH.

to carry out the conditions of the trials. On the first day there were only two machines in operation, the International Harvester Co. tractor and the motor hoe of Madame Veuve A. de Mesmay. The de Mesmay hoe is in the form of a light tractor, weighing less than a ton. It has a 6 h.p. single cylinder vertical engine, which drives through bevel gear two small front wheels, the gear being enclosed in a strong case that supports the axle, so that the wheels are steered by turning the case. The wheels are usually placed as close together as the width of the case will permit, but the axle sufficiently long to allow of their being keyed at any distance apart according to the spacing of the beet. On the engine shaft are pulleys for the driving of light stationary machinery. To the back of the vehicle is bolted a frame carrying a number of hoes, which may be turned over, clear of the ground by a lever actuated from the driver's seat. During the demonstration the de Mesmay machine was shown at work as a tractor, for which purpose the hoes were raised and a mowing machine was attached, but as the grass was very short and thin the test was not a conclusive one, although there is apparently no reason why it should not work satisfactorily in a heavy crop. The speed at which it travelled was from $2\frac{1}{2}$ to

$3\frac{3}{4}$ miles an hour. The small diameter of the front driving and steering wheels is a drawback so far as adherence is concerned; but on the other hand, the tractive effort is undoubtedly applied most efficiently in this way.

An interesting little motor hoe, suitable for horticulturists and others, was shown by M. Bauche, Versailles. Upon a steel frame is mounted a vertical air-cooled $5\frac{1}{2}$ h.p. engine, with a high speed fan, geared by pinion and spur wheel on a countershaft, which drives the small front wheels through the medium of a dog clutch. On the countershaft there is an eccentric with a connecting rod to a short lever on a shaft at the back of the machine carrying a row of hoes. Immediately in front is another shaft with hoes, and the two are connected by a rod and levers in such a way that the implements are given a reciprocating movement in contrary directions. The hoes are raised or adjusted to any depth by means of a worm shaft. On starting the engine, the dog clutch is slipped in, when the machine moves forward and the frame carrying the hoes is screwed down to the required depth. The demonstrations certainly showed that the Bauche motor hoe is capable of doing very rapid work and thoroughly uprooting all the weeds in its track. On account of its small

dimensions it can easily pass between rows of shrubs or plants without disturbing them.

Another hoeing machine is the one constructed by M. Pruvot-Candas. This has a single cylinder vertical engine with a drive direct to a countershaft with a differential. The ends of the countershaft have pinions which gear in internally toothed drums on the road wheels. The hoes are carried on a frame hinged to the main frame, and are capable of being raised or lowered by a lever at the drivers side.

On the last day the Landrin motor disc plough accomplished excellent work, and shared with the I. H. C. tractor the honours of the trials. The Pruvot-Candas hoeing machine was also put in operation, as well as two Bauche motor hoes, which created a very favorable impression upon those who witnessed the trials. The Hubert-Linard machine, with percussion shares, was not exhibited at Melun, but it was brought on the field on the last day, though it was unable to work on account of its having met with an accident. The shares are suspended almost vertically at the back of the machine and are actuated by a crankshaft whereby they dig into the soil, but some experience of actual working is required before any pronouncement can be made

upon this mechanism. After the trials, the Lefebvre machine put in an appearance, but for some reason the maker used a lighter plough than that required, which, in any case, would have eliminated it from the competition. The feature of this machine is the substitution of the rolling friction of the wheels by the clawing action of an endless chain, to which is attached a number of steel blades. These endless chains are carried on each side of the chassis on a frame which is raised or lowered by a vertical worm shaft actuated by worm gear from the engine. As the vehicle cannot travel much out of the straight line, it is unable to turn with the chain on the ground, and this constitutes a drawback, because time is lost at the end of each furrow in raising the chains, turning the vehicle, and lowering the chain track again.

Marquis is Prolific.

A farmer at Govan, Saskatchewan, states that as an experiment he seeded, last year, three acres with ten pounds less than three bushels of "Marquis" wheat, with the result that he threshed 102 bushels of very fine quality. He intends using this strain exclusively this year.

Where Efficiency is Demanded



Four BIG FOUR "30'S" each pulling Six Eight-foot-Cut Binders on the Weitzen Farm, Zealandia, Saskatchewan.

WHY is it that on the largest, most successful and most scientifically managed farms of the United States and Canada THE BIG FOUR "30" furnishes all the power?

The Big Four "30"

does the work on the greatest farms on the American Continent because it represents the highest tractor

efficiency, and efficiency is demanded on these great farms. They cannot be operated without a sure, steady power that never falls down, that stands up to the grind of hard, gruelling work in the field hour after hour, day after day, week after week, month after month; that can be depended on to deliver the goods at all times and under all conditions. And that is why they use THE BIG FOUR "30."

Write TO-DAY for our Liberal Agency Contract

Gas Traction Company

First and Largest Builder in the World of Four-Cylinder Farm Tractors.

Market and Princess Sts., Winnipeg, Man.

General Office & Factory :
Minneapolis, Minn., U.S.A.



The Panama Canal.

When in 1835 the United States Senate voted to take up the gigantic undertaking, abandoned by Count De Lesseps, of the construction of a canal through Central America, the estimated cost was \$25,000,000, and the course of the water way was planned through Nicaragua, as being the shortest route and the most easily constructed.

That the magnitude of the undertaking was not appreciated is evidenced by the fact that to date congressional appropriations have aggregated \$293,561,000, and as there is yet the expense of another year's operations to be taken into consideration it is not unlikely that the total cost of the Canal, when finished, will be in the vicinity of half a million dollars.

The advantages to the shipping concerns of the world will be stupendous, and as the formal opening of the canal has been already set for December of this year, it is to be inferred that the major obstacles have already been surmounted, and that general construction work will occupy the intervening time.

To many of us this project has but a hazy meaning; to the circumnavigator it is a boon, eliminating as it does the necessity of the most trying and dangerous passage in the world, that of rounding the Horn, in order to reach ports on the West Coast of the Americas, and Eastern waters, as well as shortening the distance by water around the world by at least fifteen thousand miles.

British vessels will gain very materially by this improvement; many freight lines operating to the East make the return trip via The Horn, calling at South American ports, and time will be economized vastly by the Canal, consequently expense of operation will be greatly lessened.

In the beginning of this great

undertaking it was found impossible to keep engineers on the job, and the advantages of an army training were soon evident, government engineers being placed in charge of the work, and they have been the means of making the project possible; Chief Engineer Goethals has instilled a patriotic instinct in his army of helpers that has alone sufficed to see the completion of the Canal, starting under hygienic difficulties that appeared to be insurmountable.

It was necessary to create sanitary conditions that would permit the work to continue, in the inception; when De Lesseps made his attempt, which ended so disastrously both financially and in the high rate of mortality, it was impossible for the average workman to exist in the climate.

The best sanitary experts in the world were called in to settle the question, and after millions were spent in draining swamps and general improvement thirty-five thousand men were put to work to dig the biggest ditch in the world's history.

The Panama Canal when completed will be a lock canal comprising twelve in number, and with a total length of 50½ miles.

A vessel entering from the West passes through a channel with a bottom width of five hundred feet, for a distance of eight miles, to Miraflores, where it enters the first lock and is elevated to a small lake 54 feet above sea level; it next traverses for 1½ miles this stretch of water to Pedro Miguel, where it is again raised 30½ feet to the level of the famous Culebra Cut.

The Culebra Cut is nine miles long, and has a bottom width of 300 ft.; at the extreme end of it is Obispo, where the vessel leaves the Cut and steams for 24 miles through a channel varying from 500 to 1,000 feet in bottom width, and where the speed of the ship

may be unlimited, according to its capacity.

Here the vessel has attained its highest altitude, and is lowered, by the assistance of three locks, to tidewater level, and from Gatun to the Atlantic passes through a channel of approximately 500 feet bottom width for a distance of seven miles, the entire passage having occupied a space of from ten to twelve hours, according to the speed of the vessel.

Vessels will not be allowed to use their own power in locking through, but will be warped in and out of the lock by means of trolley locomotives, thereby decreasing the danger of engine-room signals being misinterpreted, and accidents occurring therefrom, one locomotive taking the bow line and another the stern, checking or accelerating the motion of the ship at will.

The locks are built 1,000 feet long, and with a common width of 110 feet, they are composed entirely of concrete, the largest continuous construction being the triple lock at Gatun, which accounts for a total lift of 85 feet, and which is 380 feet wide.

The walls of the locks are 24 feet thick at the apex and from 45 to 50 feet at the surface of the floor, which is 20 feet deep, and is composed of the same material.

They will be filled and emptied through lateral culverts in the floors, connecting with main culverts, in the side and centre walls, 18 feet in diameter.

The lock gates are of cellular steel, 7 feet thick, 64 feet long and from 48 to 80 feet in height, weighing from 300 to 600 tons each, and are operated electrically.

Western Railway Extensions.

The G. T. P. Railway have appropriated twenty million dollars for extensions to their Western lines to be constructed this

year, and it is expected December will see the main line between Winnipeg and Prince Rupert completed with the exception of 200 miles.

This company proposes to build hotels in Edmonton and Regina of 150 rooms each, as these hostleries will be on an elaborate scale they will be most welcome acquisitions to the cities mentioned, and the travelling public in general.

Passenger service will be inaugurated between Winnipeg and Regina, Winnipeg and Fort William, and a total of 600 miles of branch lines which are now ready for the steel, will be finished and service inducted.

During the coming summer steel will be laid for 143 miles on Regina south line, 56 miles from Moose Jaw to Regina, 57 miles from Moose Jaw nor.-w., 51 miles to Prince Albert, 57 miles to Battleford, 60 miles of the distance from Biggar to Calgary, 94 miles from Tofield to Calgary, 20 miles to Brandon, 50 miles on Cut Knife line west, 23 miles on Alberta coal line.

The work on the Hudson Bay Railway will be prosecuted. Instructions have already been given that building operations are to commence as soon as the weather will permit through the territory between Le Pas and Split Lake.

Business men of Prince Albert have also revived the matter of the Hudson Bay-Pacific Railway, a charter for which was granted in 1906, which was proposed to be built from Prince Albert to Fort Churchill, and it is now under contemplation at Ottawa; it is stated that an English syndicate is ready to finance and engineer the construction of this line, and it is not unlikely that it may soon materialize.

The bee that gets the honey doesn't stay around the hive.

Stewart Clipping Machines

Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, **\$9.75**

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation
Chicago Flexible Shaft Company, 237 Ontario St. Chicago, Illinois



Mr. Dealer: Are you going to the Winnipeg Bouspiel? If so, be SURE to visit our new Warehouse, Corner Logan Avenue and Arlington Street, and we will show you a large stock of up-to-date goods that will please your Customers and make money for yourself.

We would be glad also if you would make our Office your headquarters while in the City. Have your mail addressed in our care.

We Manufacture and Deal in:



Stickney Gasoline Engines
1½ to 20 H.P.
Stationary or Portable.

The NEW "CHAPMAN" Gasoline Engine, 2 H.P.

The latest thing on the market and the best value for its size. Has many unique features which have to be seen to be appreciated.

Flour City Traction Gas Engines

20, 30 and 40 H.P.

(Famous Gold Medal Winners at the Winnipeg Contests).



Canadian Air Motors for Power and Pumping.

Climax Well Drills and Dempster Well Augers.



Aylmer & Toronto
Pumps, Belting,
Hose, Pipe and Well
Casing. Tanks in
Steel and Wood,
Tank Heaters.

Toronto Grain Grinders and Woodsaws.



Aylmer Pitless Scales,

also Standard Scales
in all sizes.

ONTARIO WIND ENGINE & PUMP CO. LIMITED

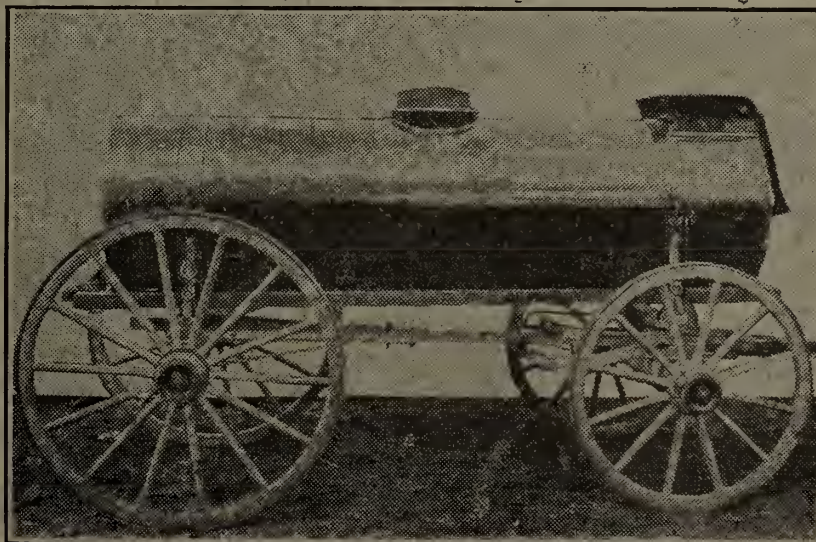
TORONTO

WINNIPEG

CALGARY

Western Standard

Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

Red River Metal Co.,

51-53 Aikins Street, Winnipeg

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 3.

WINNIPEG, CANADA, MARCH, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents

Union Bank of Canada

Paid-up Capital - - - \$ 4,762,000
Rest and Undivided Profits 3,591,000
Total Assets (Over) - - - 57,000,000

London, England Office
51 Threadneedle Street, E.C.

A Branch of this Bank has been established in London, England, at No. 51 Threadneedle Street, E. C., where Letters of Credit and Drafts payable at all important points in Canada and the United States, can be purchased and Money Transfers arranged.

A Visitors' Room is provided for the convenience of clients of the Bank when in London, to which their mail may be addressed.
Correspondence solicited.

London Branch: { F. W. ASHE, Manager.
G. M. C. HART-SMITH,
Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M 4

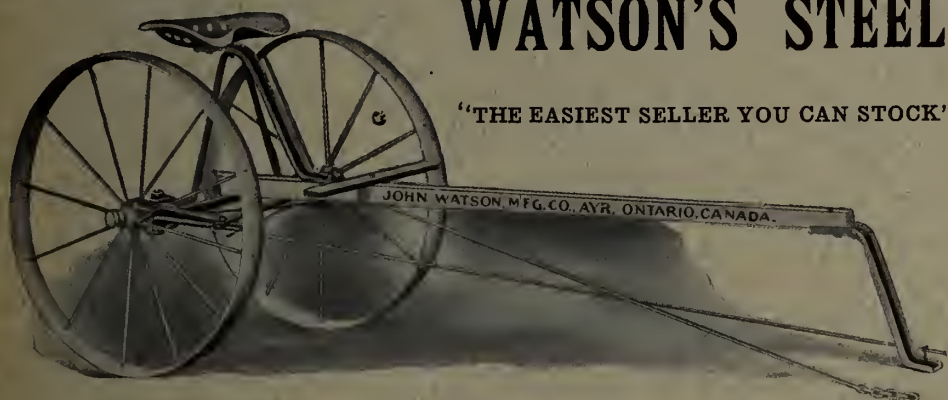


*Be sure the melon isn't a lemon.
It all depends on the manufacturer
and dealer.*

We sell neither melons nor lemons.

We sell the Stickney Engine which is the best.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY



WATSON'S STEEL WHEEL HARROW CART

WATSON'S STEEL WHEEL HARROW CART

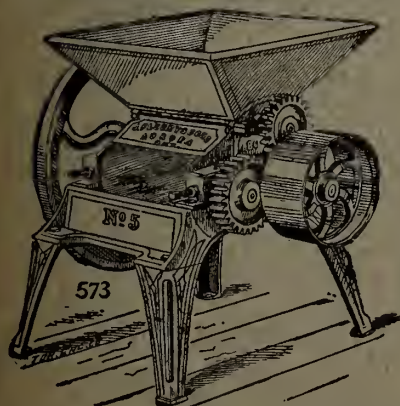
"THE EASIEST SELLER YOU CAN STOCK"

Enables the farmer to ride while he harrows. One of these should go out of your store with every harrow you sell. Light draft, adds practically nothing to the pull. Short hitch, seat high enough to be away from dust, all steel construction, removable boxings. Made in three sizes, 24, 28 and 36 inch high wheels.

WE SELL: Pulverizers, Boss Wood Harrows, Steel Boss Harrows, Channel Steel Harrows, Wheel Barrows, Warehouse Trucks, Wood and Pole Saws, Feed Cutters (seven styles), Grain Grinders, Root Pulpers, Whiffletrees, Horse Powers, Bevel Jacks and the celebrated Heider Eveners.

John Watson Mfg. Co. Winnipeg, Man.

Why Waste Expensive Feed?



If you have FOUR OR MORE HORSES you are losing—Wasting — your grain if you do not crush it or roll it. A Roller Crusher may be run BY 2 or 4 or LARGER Horse Power, Gas or Steam Engine, Windmill, Sweep or Tread Power. Will last YEARS without ONE CENT of expense. Can you AFFORD TO BE WITHOUT such a machine? Ask any information—pleased to have you write us.

JOHN DEERE PLOW CO. Ltd.,
Sole Agents

[WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON.

J. FLEURY'S SONS, Aurora, Ontario.

Medals and Diplomas, World's Fairs, Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.
Box 3006 WINNIPEG

Deering Disk Harrows

Increase Wheat Crops

Short season farming requires careful, thorough seed bed preparation with a Deering disk harrow. Deering disks properly used increase wheat crops. You should be prepared to sell Deering disk harrows to the farmers, who must prosper before you can make any great success.



You make money when the farmers harvest good crops. Deering disk harrows properly used insure good crops. Therefore, to make money, sell Deering disk harrows and other tillage implements, drills, smoothing harrows, Giant cultivators, and land packers. A card to the nearest branch house will bring you full details.

Western Branch Houses

International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

DUNHAM'S Canadian Soil Packer

*Makes Sales for Dealers
and Money for
Farmers*



Break up the lumps, pulverize the top soil, pack the sub-soil, smooth off the field and leave a perfect foundation for an even-growing Crop.

The Dunham is the only Packer having Weight Boxes.
The Dunham is the only Packer having a Steel Frame.
The Dunham is the Packer having dust proof Bearings.
The Dunham can be used with Horses or Traction Engines, see cut, showing how poles may be put together for attaching to engine.
The Dunham is Light-Draft.
The Dunham DOES what others CLAIM to do.
The Dunham is the BEST KNOWN Packer in the World.
The Dunham is made in 3 sizes—16, 22, and 24 wheels.

Write us for particulars if you want a good Agency

Dunham's has over 300 sizes and styles of Land Rollers, Surface and Sub-Surface Packers, Lawn, Golf and Road Rollers.

The American Seeding Machine Co., Inc.
WINNIPEG, Man. Dept. 1

SUPERIOR, HOOSIER, KENTUCKY.

Always have held first place

There is a good reason

They meet every
requirement.

**Superior
Disc Harrows
on wheels.**

Nothing like them

Work like a charm

Send for Catalogues.

The American Seeding-Machine Co.
Incorporated

King and James Sts.

Winnipeg, Man.

GRAIN DRILLS



NOT IN A COMBINE

Implement Dealers!

The good old Bonspiel, the big winter event of fun and recreation, is over for 1912.

You are back at the old stand again, carefully considering the coming season's business.

Whether you were successful at the Bonspiel or not, you can be successful in your 1912 business, if you handle the Sawyer-Massey line.

If you are an old-established Dealer, you can have a more successful year—you can do a bigger business, if you sell Sawyer-Massey machines.

If you are just starting in business, then you should have the Sawyer-Massey line.

There are reasons—by the way—do you know our line? Here it is:—

Steam Engines, Side Mount 22, 25 h.p. Simple Cylinder; 27, 30, 32 h.p. Compound Cylinders.

Steam Engines, Rear Mount 22, 25, 35 h.p. Simple Cylinder; 27, 30, 32 h.p. Compound Cylinder.



Gasoline Engines. The Sawyer-Massey Tractor 22-45 brake h.p. The British Colonial or Marshall Tractor 35 and 70 brake h.p.

Separators. The Great West in five sizes; the Daisy in two sizes; the Eclipse in one size. Horse powers.

Road Making Machinery. Sawyer-Massey Steel Reversible Road Grader; The Sawyer-Massey two-horse Junior Grader and Leveller; Road Rollers; Grading Plows.

Send us a Postal Card, we want to get to know you, you should know us, we have something interesting to tell you. Don't put it off. Write now.

Sawyer-Massey Company, Limited

BRANCHES-WINNIPEG MAN. AND REGINA SASK.



A Hint to Dealers!

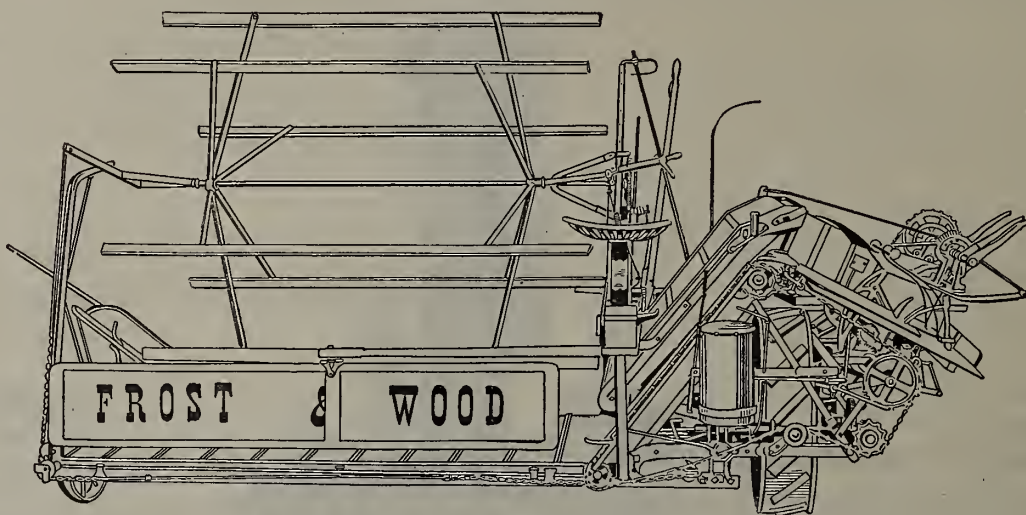
REMEMBER: That permanence in business depends on the satisfaction and the sterling quality of what you recommend to your trade.

The FROST and WOOD line gives BOTH.

We who know the factory and can tell that F. & W. Implements are made as near perfect as human ingenuity and skill CAN make them.

Those goods have always been fast sellers.

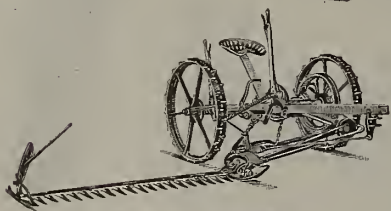
Do not sell a Binder that's "Just a Binder." You will see the point of this advice when you examine the Improved F. & W. Binder: Outside Reel support on all 7ft. and 8ft. machines, an additional lever for the



8 Foot F. & W. Binder with Outside Reel Support.

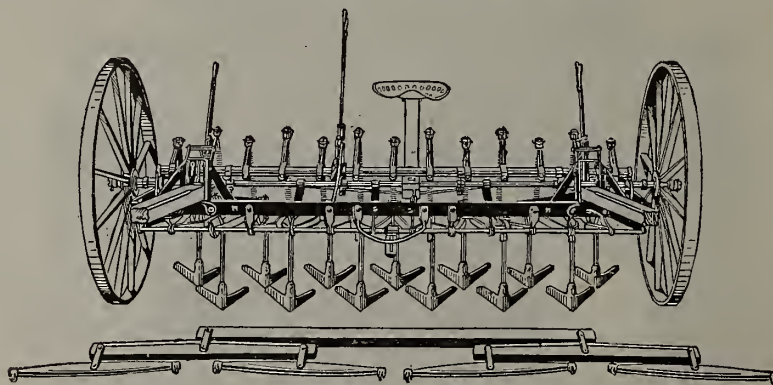
quick adjustment of the reel and numerous other improvements which you will readily recognize the minute you look them over.

To sell a F. & W. Binder is to sell the BEST.



F. & W. MOWER

Most durable and by reason of roller bearings lightest running mower made. Driving gears arranged on the internal gear principle. Practically no wear out on the cogs. Knives are set in cutting motion the moment drive wheel starts to revolve. Spring foot lift, conveniently placed, easily operated. Pressure on foot lever raises whole bar. Large drive wheels stay up well and give no trouble on soft ground. A fine seller.



THE CLIMAX STIFF TOOTH CULTIVATOR.

Here's a Cultivator that has gone as far towards perfection as modern ingenuity could make it. A perfect Weed Exterminator. Made on correct principles with stiff teeth and 10-inch Shovels, each overlapping the other several inches. Will cut every weed below the surface, leaves a loose mulch on top, thus conserving the moisture.



THE TIGER AUTOMATIC DUMP RAKE.

All steel. Solid steel axle extends the full width of the rake. As it is always turning, sagging in the middle is impossible. The action of the Foot Trip is on the centre of the Rake. This is the point where the load is at all times nearly even and therefore the Trip acts where there is the least chance of straining one part at the expense of others. Finds a ready sale everywhere.

Sole Selling Agents for Western Canada:

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

Sell Adams Wagons

and give people as much Wagon Value as their money will buy. Adams' Wagons represent the very highest value in Canada to-day. They relied on their merit only, and won favor everywhere. Wherever they go the word comes back that the Wagon is making good. Constructed of the very best material throughout.



The Adams Special Wagon is made with best Hardwood or Southern Pine Bottoms. The Grain Box and Sides are well braced. Joints are covered with Steel Grain Strips. Lazy Back Seat. Jockey Box. Heavy Steel Plates run under the axles with truss, making them much stronger. The gears are clipped and there are double braces on both hind and front gears.



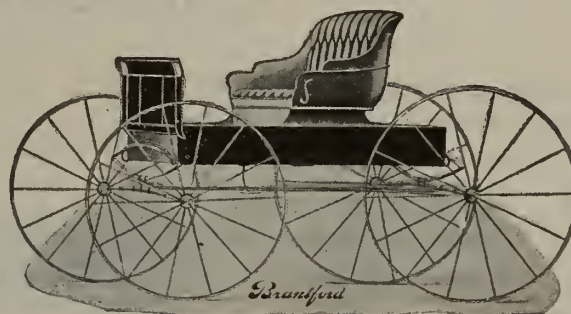
The Adams Standard Wagon is very popular for general farm use. Made with Hardwood or Southern Pine Bottoms. All wooden parts are soaked in best linseed oil. Bottom is reinforced with seven heavy cross sills. The Grain Box and Sides are strongly braced.

Equipped with Adams' Patent Truss Rod, extending through Skein and tightened on outside by nut on the point of Skein. Gives axle double carrying capacity without extra weight.

Brantford Buggies

A love of beauty dwells in every person. The man who selects a Buggy which has beauty that is **DEEPER THAN PAINT** will be better satisfied with his purchase at the end of a year than the man who buys another sort of buggy. He may not stop to consider **WHY**, but it will be true.

Brantford Buggies have beautiful lines and are splendidly finished.



Above pictures illustrate two popular Brantford Buggies. They make a fine appearance and are splendid sellers. As for **quality** and **intrinsic value**—of both you may be certain. Heavy enough to have maximum strength, heavy enough to give a sense of complete security when going over rough roads, yet not a pound of useless weight.

All Styles of Buggies, Carriages and Wagons.

Cockshutt Plow Company, Limited

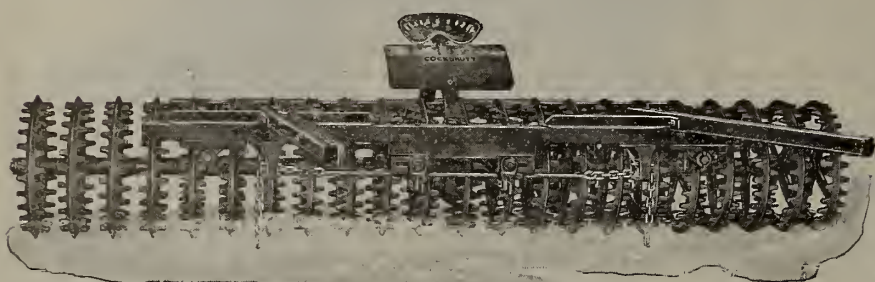
Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

A large number of farmers whose crops have suffered from scant rain fall now own a **COCKSHUTT COMBINED PULVERIZER AND SUB-SOIL PACKER**, and this signifies probably better than anything else that **SHEER MERIT** has given this Implement a high place in favour.

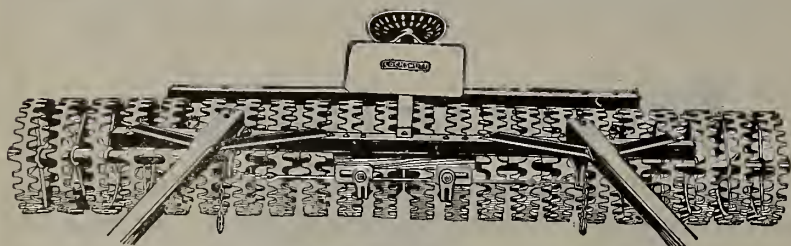
Take one good look at the Pulverizer **YOURSELF**, ask **THE MAN WHO OWNS ONE**; then, with an open, unprejudiced mind, ask yourself what you think of it.

Then you will realize that it is time for you to **PUSH THE SALES**.



Cockshutt Combined Flexible Pulverizer and Sub-soil Packer.

Through all the processes of manufacture, every step has been studied with an idea to improvement, and the complete pulverizer as you see it is the best that can be made. Begins in goodness where others leave off. Fitted with Combination V-shaped Wheels—(Cockshutt Patent).—They break up the lumps thoroughly, work the surface in a fine loose state and form small channels which are great moisture preservers. Evaporation is thereby greatly checked and a firm rain-holding foundation is formed.



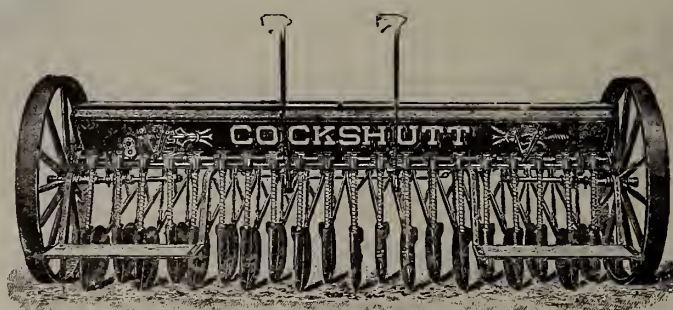
Cockshutt Regular Flexible Pulverizer.

Our regular Pulverizer combines all the advantages found in any other make of machine, and where the old style machine is preferred it will surely give satisfaction. Has always been a good seller.

Cockshutt Seed Drills

Think of what your customers **GAIN**—and think of what they happily **ESCAPE**—when you sell them a Cockshutt. No better Drill made. Hundreds of satisfied owners are the source of evidence.

Remember the "I" Beam construction. It extends the full length of the frame, with cross angles and braces all hot-riveted together, making practically **ONE SOLID PIECE**.



This frame will always be rigid and true. The working parts—feed shafts, feed runs, axles, etc.—will always be in proper alignment. No springing or binding.

Handle the **COCKSHUTT** and sell the **STRONGEST, MOST DURABLE, LIGHTEST DRAFT, LEAST COMPLICATED, BEST-working Drill** made. More costly to build but worth hundreds of dollars in better service.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 3

WINNIPEG, CANADA, MARCH, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c

THE 1912 OFFICERS.



C. R. GOUGH, Francis.
President.



C. JOHNSON, Baldur.
Vice-President.



F. D. BLAKELY, Winnipeg.
Secretary-Treasurer.

Fourth Annual Meeting of the Interprovincial Retail Implement Dealers' Association.

Elect Officers Appoint Committees Adopt Plans for 1912.

The fourth annual Convention of the Interprovincial Retail Implement Dealers' Association was called to order by the President, J. Winram, in the Royal Alexandra Hotel, Winnipeg, at 10 a.m. on Wednesday, February 14th.

Although the attendance was not what the importance of the meeting warranted the scarcity of numbers was more than outweighed by the enthusiasm and interest displayed by the representative members of the Association who were present, and the tone of the meeting was that of decided optimism from start to finish, in matters pertaining to the advancement of the interests of the implement business in Western Canada.

Expansion was the predominant note of all the discussions. The importance of increased membership was recognised as a necessity, and immediate action will be taken to induce all who are not now in possession of a certificate to join.

The minutes of the last meeting were, on the request of the President, read by the Secretary-Treasurer, and were adopted without alteration, on the motion of John Rogers, MacDonald, Man.; Mr. Sherriff, in seconding, commenting feelingly on the death of J. W. Stafford, whose interesting talk on insurance delivered at the last annual meeting, was mentioned in the minutes.

The financial statement was then submitted by the Secretary-Treasurer as given below.

It was moved by D. Sherriff, seconded by C. R. Gough, that the Secretary's report be adopted. Carried.

SECRETARY'S REPORT.

Gentlemen,—

Once more it devolves upon me, as your secretary-treasurer, to

present you with an annual report and statement of the Association's business for the year just concluded. In some ways the fourth annual statement is a disappointment to me; I am disappointed that more of the 1910 members did not forward their 1911 dues; I am disappointed in that not one of the gentlemen who attended our last annual meeting was able to form a local club in his district. I am disappointed in that more members of the Association have not availed themselves of the advantages given by our Fire Insurance Department. I am disappointed in that this Association, after being in existence four years, has not a greater membership. I believe there is as high a percentage of intelligent men connected with the retail implement business in western Canada as in any other line of business; it is therefore a disappointment to me to know that they do not take the same measures of self-protection as do other bodies of business men.

Fourth Annual Statement.

Receipts.		Disbursements.	
Cash on hand	379.72	Insurance premiums	590.65
Membership fees	165.00	Salary Sec.-Treas.	250.00
Insurance premiums	609.51	Annual Meet. Expense ..	27.50
		Clerical Work Ins. Co...	12.00
		Postage, exch. and circul.	29.05
		Printing and advertising	30.30
		Cash in bank	214.73
	<u>\$1154.23</u>		<u>\$1154.23</u>

Certified correct.

F. D. Blakely, Sec.-Treas.

D. Sherriff, Auditor.

That so small a percentage of the members pay their dues upon receipt of a request to remit, is almost beyond belief to me.

I myself am a member of some eight or ten organizations, and all receive a cheque for renewal upon demand.

Whither are we drifting, when it is necessary to canvas a man each year for his dues in order to keep his membership paid in an Association that has for its sole aim the betterment of the trade from which he gains his livelihood?

When we were gathered here last year I am sure that every man felt when he got back home and had received from me some copies of the local club constitution and by-laws, he would get busy and form a branch; yet, notwithstanding that these were prepared, printed, and sent out, after a great deal of work on my part, not a single local club was formed. Gentlemen, I am still of the opinion that the local club should, and will, be the salvation of the Association. It may be necessary for you to pay a secretary a sufficient salary so that he may devote his whole time and attention to the work, perhaps spending the greater part of the year on the road, organizing local clubs throughout the entire territory. If this procedure should be adopted I believe that incalculable good to the whole trade would result; and if you instruct your directors to proceed in this way I will be glad to contribute a hundred dollars, and agree to raise at least four hundred more from the wholesale implement trade of this city, with which to help defray the first year's expenses. As I said to you last year it is not likely the existence or non-existence of this organization will make one dollar's worth of difference to me or the publication which I control; yet I have felt that a failure on my part to support this organization in every possible way, would be shirking the obligations which I took upon myself when I established a trade paper in this field, and accepted for it the responsibility of being your official organ. Perhaps I take myself and the office of the publication too seriously; if so it cannot be helped. I believe that few men make a success in life unless they set for themselves a standard or an ideal to maintain—this has been mine.

As you will note by the statement before you the insurance premiums for this year practically doubled those of the year previous, while our revenue was very largely reduced owing to the fact that fewer members paid their

dues, and the failure of your secretary to call upon the wholesale implement trade for donations. This I did not do, because there did not appear to me any just reason for so doing. From this source the preceding year we derived \$265.00. There is, however, to our credit in the bank a balance of \$214.73.

Now, gentlemen, I do not know that I have anything further to say, except to again request that you appoint someone else to fill the office of secretary-treasurer of your Association, and I believe someone who can devote his whole time and attention should be selected. I assure the Association, and whoever may succeed me, of every assistance within my power.

All of which is respectfully submitted. I thank you."

D. Sherriff rose to express his opinion that, as Mr. Blakely said, the success of the Association depended on aggressive organization, and an extension in membership. Many new towns had sprung into prominence in recent years, and consequently new dealers were legion. It would be necessary to interview these new dealers, who have not had the importance of the organization impressed upon them, and at the same time the older members of the trade, who have allowed themselves to lapse into a sort of comotose attitude toward the Association, should be called upon, and their old-time enthusiasm revived.

"This," said Mr. Sherriff, "could best be accomplished by a live, up-to-date organizer, carefully chosen, who could combine the duties of secretary with those of organizing the trade."

C. R. Gough, who seconded the acceptance of the report, stated that it was his belief that the Association could be augmented by the employment of an organizer, and was of the opinion that it was more neglect on the part of members in not attending the annual meeting, and in failure to pay dues to the Association than a lack of interest; many who were in the city were busy at the Bonspiel, and as the Lumbermen's Association was also in convention at the same time it was likely that a large number of dealers were there.

Regarding the fact that few local clubs had been formed in the past year, Mr. Gough advised that personally he had made a canvas of his territory with this object, but had met with small encouragement. It appeared to be a general belief that the organization was too liberal in its boundaries. In the opinion of those

whom he talked to it would be more advantageous to the members to confine the Association to three sections covering the three different provinces, in which case the members would be nearer head-quarters, and consequently the attendance at the periodical meetings would be larger. Enthusiasm was the life of an organization of this nature, and it was hard to keep this up if closer affiliation was not looked for.

PRESIDENT'S ADDRESS.

"Gentlemen,—It is not necessary for me to say that I regret that some of our members, who we had expected to be with us to-day, have allowed the affairs of the Association to occupy second place in their estimation, and I would hazard the opinion that the inability to leave their business has deterred many of the absent ones from being with us. I appreciate that members from a distance have their time fully occupied while in Winnipeg, and at this time with the Bonspiel and several other conventions going on, there are, perhaps, good reasons for the non-appearance of many of our members.

The past year has been one in which added possibilities for our organization have manifested themselves; in which the growing necessity of a unity of feeling and interest among the trade has impressed itself, and in which the benefits of local clubs now in existence have been tried and proven. That no organizing campaign was entered into during my tenure of office was primarily due to an excessive hopefulness on my part, and on the part of the secretary, that the feeling of optimism displayed at the last meeting would result in many local clubs being formed through the individual effort of the members, thus making unnecessary the expenditure of Association moneys in paying the salary and expenses of a traveling representative.

I appreciate the value, to the Association, of a carefully chosen, experienced organizer, one who can place before the new dealer the proper argument to interest him in the Association, and I would suggest that such a man be procured at the earliest moment, and that he be paid a salary consistent with the results that his efforts will disclose.

The outlook for the future of the Association is bright. Let us all, by strong personal effort, by undiminished enthusiasm, by constant thought for its advancement, make it brighter; let us place it in such a position that it will embrace within its membership the names of 90 per cent of the deal-

ers in the Canadian West, as it should, and in so doing we will have achieved the object that we have set for our organization to attain, that of making conditions ideal for doing a successful and profitable implement business, and in safeguarding our future trade interests.

In vacating the office which I have had the honor to hold for the past year I must express the appreciation that I feel for the consideration that has been shown me, and the hope that my successor to the presidency of this Association may enjoy those confidences and encouragements that have been my good fortune."

It was moved by C. R. Gough, and seconded by C. Johnson:—That the President's address be adopted. Carried.

C. Johnson, as seconder of the motion, made a characteristic speech, in which he said the importance of the organization was undoubted, and that considering the small amount of personal attention that had been given to its furtherance by the individual members the Association was in a healthy and growing condition. He was convinced on this account that if more active interest was displayed the Association might easily be placed in a position that would be invulnerable.

F. D. Blakely here commented on the remarks of C. R. Gough, in which he had stated that some dealers considered the Association to be too large in its limitations, and said that in the United States it was considered, and had been proven to be a fact, that organizations of implement dealers could not be too large, and that the results were in ratio to the size of the association. He made the suggestion for the consideration of the members present, however, that a division of the Association be made into three parts, representing the three provinces, with an advisory, or amalgamated body to control all three.

C. Johnson: "I think, gentlemen, that those who Mr. Gough has interviewed in this respect, and who have given the reason as being sufficient to prevent them from joining the Association, belong to a certain section of the trade with which we are all familiar; I refer to the floating dealers, or those who have little knowledge of the trade, who join it to-day and sell out to-morrow, and who a year or so after they start in business invariably are not to be found. There are too many of these individuals. I cannot call them dealers, and it is to protect ourselves from the depredations of these so-called sellers of imple-

John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Manseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



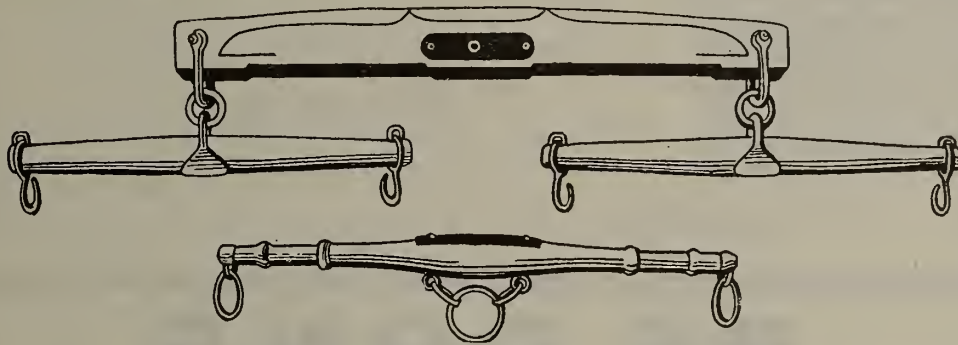
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois.
John Deere Plow Company, Omaha, Nebraska.
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado.
John Deere Plow Company, St. Louis, Missouri.
John Deere Plow Company, New Orleans, Louisiana.
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas.
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa.
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS

**We Have
the Goods.**



**We want
your
Orders.**

Wagon Sets made in 3 sizes.

We have secured an exceptionally fine lot of stock this year for our Wagon Sets, Plow Doubletree Sets and Agricultural Sets. Try them. We can supply you with Duplicate Plow shares for almost any Plow. We guarantee the quality, and we know the price is right. Why not have some oil cans with your name on them, they sell good and keep on working for you after sold. Don't forget us when you are in the City, we have some interesting things to show you and talk about. Our place of business is on Higgins Avenue a short distance East of the C. P. R. Depot.

D. ACKLAND & SON, Ltd., Winnipeg, Man.

THE STANDARD by which OTHERS are JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

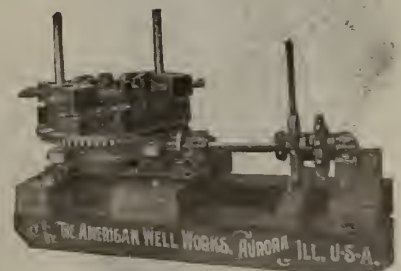
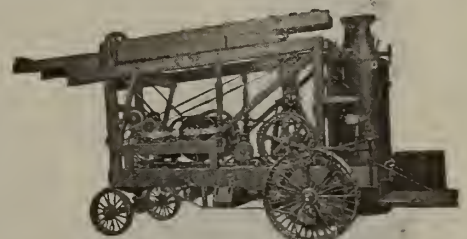
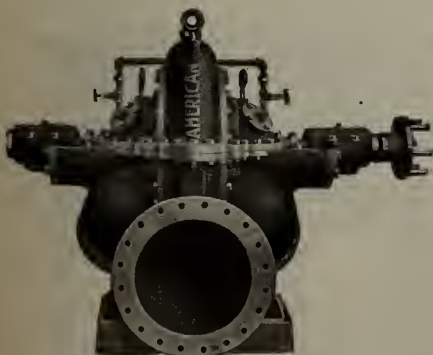
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



ments that this Association is intended. In many places manufacturers of farm machinery have located agents who handle their lines exclusively, and as the profits from a trade restricted as these are is not sufficient to afford a man a living the success of these dealers is more or less vague but generally results in the ultimate failure of the undertaking; while they last the trade of established dealers is affected to an irritating extent, and in closing out their stocks it is further injured by cut rate sales to clean up the business. Personally I have been approached at different times by travellers, representing concerns, at contract signing time, generally, with a view to handle their lines exclusively, and I have even been threatened that if I did not agree to do so I could not sell their goods. As I consider that I have a perfect right to buy anything that I can sell I have always refused to confine my lines to any particular company, and will continue to do so, but I am sure you will agree with me that this is a menace to the trade as a whole, and can only be counteracted by the action of our Association."

J. McEwan: "I have also had the experience of Mr. Johnson. In my locality there have been many cases of this kind; mush-

room dealers have appeared from nowhere, and have invariably disappeared in the same direction. I believe that the arrangement of territory is one of the most important items for this Association to deal with. In the west, where Mr. Gough comes from, the territories are vast, but in parts of the country to the east very little discretion has been shown in the allotment of the ground to be covered. The large companies are satisfied so long as they sell their goods. They place inefficient men in small places, who incroach on the trade of permanent dealers, and, as Mr. Johnson stated, they do not last long, owing to their inexperience in the business, small territory, and the fact that they have little or no financial backing."

F. D. Blakely: "As secretary I realize the necessity of some preconcerted action being taken to augment our membership. If we secure that of the really legitimate dealers the others will die a natural death, and will prove the adage of the survival of the fittest. This is one of the vital questions with which this Association must cope."

C. R. Gough: "Gentlemen, if you will permit me to relate a personal experience I think I can convince you that I have every reason

to believe in the efficiency of an Association of this kind to help the dealer out in times of trouble. Last season my firm handled a tractor for a prominent concern, and in one instance took an order at the regular advertised price, and, of course, under the guarantee of the manufacturers. This machine did not fulfil its guarantees, was unsatisfactory, and after much difficulty a compromise was effected by the manufacturers whereby the machine was retained by the purchaser at a greatly reduced price. Time went on, and there was no sign of the payment of our commission. We wrote the firm, but received no reply, and it was evident that they intended to make us sacrifice our commission because their engine had proved unsatisfactory. After every opportunity had been given them to settle I went to see their representative, and told him that unless our commission was paid immediately I would commence proceedings to collect it, and would also bring the company's mode of doing business to the attention of this Association. The result was that we very shortly received a cheque for a satisfactory amount. I am certain that under other conditions we would have lost this commission, or at least have been

put to the inconvenience of a civil suit before recovering the amount."

C. Johnson: "Gentlemen, in the fifteen years that I have been in business I have had many instances of this kind, and have frequently lost money rather than sue for it, for, as Mr. Gough says, legal procedure in connection with selling goods is usually a mistake, and in the majority of cases a law suit acts as a boomerang to the dealer. I am sure that every member of this Association will agree with me on that point. Freedom in business is as essential to the fair-minded man as it is in religious or political affairs. Although I have been for many years a naturalized Canadian I was born in a foreign country, where freedom of thought or action was not extended to the limit it is here, but, gentlemen, the attitude that some business houses exhibit at times is not in accordance with our much boasted liberty."

C. R. Gough: "It is not exceptional to have unreasonable demands made on us in Saskatchewan by wholesalers in this respect. My own firm has invariably replied in words to the effect that, as agents, we would rather be cut off than accede to requests that would not be of benefit to us.

BE DONE WITH NEEDLESS COMPETITION.

It eats up your profits, your time, your efforts. In your heart you know you want to avoid it. The desire to avoid competition has led shrewd, successful dealers, everywhere to handle

SHARPLES Tubular Cream Separators



For your own benefit, understand the situation clearly.

The Sharple's Tubular is built on the modern principle discovered and applied by us over a decade ago. This principle is patented and is the only known method for overcoming the many parts and faults which the older style of construction necessitates.

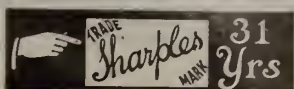
The Tubular principle cannot be imitated. Our patents prevent it. No method has ever been devised to parallel it or to obtain the great advantages of it.

All other Separators, pedlar kind included, are still built on the old time principle we used for twenty years and abandoned for a better way over a decade ago. Other Separators are, therefore, very much alike. All compete among themselves for the remnant of trade left them by Sharple's Tubulars.

These are the facts about Cream Separators. They have appealed to other shrewd dealers and will appeal to you. Tubulars have been in world wide use many years. Back of Tubulars is the oldest and biggest Separator concern on this continent. The world's biggest army of satisfied users is boosting Tubulars.

Will you handle Tubulars? Will you avoid the needless competition other Separators drag you into? Write to us at once for particulars, or ask that a traveller call. Dealers only.

The Sharple's Separator Co.
Toronto, Ont. Winnipeg, Man.



To my mind something should be done by the wholesalers to limit the number of dealers who handle their lines; in my town, for instance, which is of only 350 inhabitants, there are four dealers, and the trade is very much split up. Some action should be taken to prevent the inexperienced man without capital from getting into the implement business, where nine times out of ten he works without system and on a haphazard basis, without knowing whether he is making a profit, and consequently underselling the legitimate dealer. I do not think that agencies should be allowed unless the applicant has proven that he is a capable business man, and has the necessary cash to properly handle the undertaking. If we do not want to be handicapped by stipulations placed on us by the wholesalers and the depredations of the new beginners we must organize until we have the strength necessary to make our interests safe in this respect."

J. Winram: "A strong organization of the retailers would materially aid the wholesalers as well. We would be in a position to get together with them, and arrange a division of selling territory that would result advantageously to all concerned. In my own instance, if I had the territory including from my town half way to the next town of importance on either side I could do a business that would pay well for my trouble. I would have sufficient good customers to allow a yearly profit on limited lines; as it is, however, dealers in little hamlets on all sides of me, and but a few miles distant, are also handling the lines that I am, in some cases for less money, and the result is that they do not last long, and are a source of constant worry and annoyance. I have found the farmer who lives at a distance is gener-

ally the best customer, for reasons best known to all of us. It invariably happens that the farmer who lives but a short distance from your warehouse is within hearing distance when you are making a concession to some customer whose circumstances compel you to allow him terms that are out of the ordinary. Personally I would like to see a larger territory for the dealer and less lines to carry."

J. McEwan: I am heartily in accord with what Mr. Winram has just said, and so far as the small dealer splitting up the territory is concerned, I have experienced the same degree of worry and annoyance thereby. There are too many in the business, too many who are not permanent, and who in the course of a short time, through the lack of money to keep them going, are shut out by the wholesalers, and their stocks sold for practically whatever they may bring. I would like to see the Association take the matter of arrangement of territory up with the wholesalers and manufacturers, and see what could be done to limit the same to a reasonable area for each dealer. Some radical movement should be made to investigate the claims of new dealers to credit before they are encouraged to enter the trade."

J. Morcombe: "I am sorry to say that this has also been my experience. In my locality I know of several incompetent men who are dealing in implements. I cannot say they are selling them; two of these whom I have in mind conduct general stores in small places off the railway line, in which they also sell groceries and handle the mail. It stands to reason that these men cannot give the business the attention that it requires to make it profitable, and it is only fair to infer that they often cut the prices without in any way knowing that they are selling at a loss. I have found that it takes very careful figuring in order to

sell implements at a price that will allow a margin of profit sufficient to permit the dealer to continue in business, and that at times considerable money is tied up on account of slow paying customers and other reasons. If a dealer is not financially able to tide himself over he naturally will go to the wall, and a business failure in any kind of trade is detrimental to dealers in similar lines of merchandise in the same vicinity. We want to avoid this where possible, and to my way of thinking this can best be accomplished, as Mr. Winram has said, in the manner of allowing credits by the wholesalers. If we, as an Association, do not stand together, exclusive contracts will be general in the course of a very few years, and our prospects of buying inde-

pendence will then be limited indeed. In my territory it is impossible to make a profit from the sales of one line only. I think that there are too many lines now on the market, and it is impossible for a dealer not to have a preference for some particular line. I say let us have fewer lines and more territory, then we can do something. This is where a complete organization comes in; with a large membership we may voice our complaints, and they will be listened to. An efficient organizer and a paid secretary, who can devote his entire time to this work would, in my estimation, work wonders for us."

F. D. Blakely: "On the reports that I have distributed among you, you will see an appreciable increase in our insurance, yet this

DE LAVAL CREAM SEPARATOR

First

Successful cream separator

First

In all improvements

First

In skimming power

First

In durability

First

In separator simplicity

First

In magnitude of sales

First

In general popularity

First

In the esteem of dairy authorities and informed dairymen the world over

Only

Cream separator for the dealer to handle who wants to secure and hold the bulk of the cream separator trade in his locality

THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

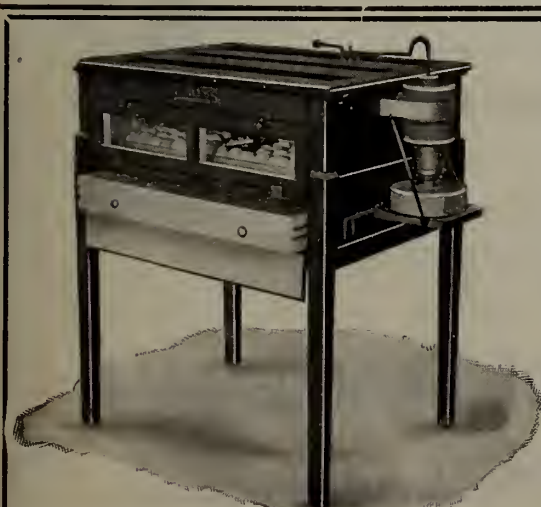
Peerless Incubators.

Manufactured by Lee Mfg. Co. Pembroke, are better known, better advertised and have more users than any Incubator in Canada. Made to meet the Canadian climatic conditions. Write for Agents' commission contract.

Western Representatives:

The Raymond Mfg. Company,
80-82 Lombard St., Winnipeg.

Manufacturers of:
National Cream Separators.
Raymond Sewing Machines.
AGENCIES INQUIRIES
SOLICITED



is not generally being appreciated as it should. The inducement is certainly great enough. I would like to see the amount of insurance that we are now carrying quadrupled during the coming year. I understand that it is an easy matter, when the companies that you are now doing business with send you their renewals to sign and return at the end of the year, for you to comply with their request without thinking. Now, I have had instances related to me of members who have made a considerable saving by placing their insurance through the Association, and I would ask that you give this matter your careful consideration in the future.

J. A. Morcombe: "It is as Mr. Blakely says, that when renewals are mailed to the dealer he simply signs them, and returns to the agent without considering the fact that money is to be saved in transferring the business to the Association. I know that this has been so in my case, and I presume that I am not the only one present that has done so without thinking."

W. J. M. Wright: "I had intended to transfer my policy this year, but did not do so. However, I would ask if these policies are merely to cover the stock handled

or if there are stipulations in this respect?"

F. D. Blakely: "The policies issued may cover any property belonging to the implement dealer, whether stock buildings of all kinds or household effects. If you desired to insure your garage you might do so for any amount up to ten thousand dollars, if the risk warranted it."

F. D. Blakely: "Gentlemen, I have to-day placed in the proper hands my resignation of the office of secretary-treasurer of this Association, not because of my desire to shirk any responsibilities attached to it, but because my personal interests will no longer permit of the time necessary to properly conduct the Association business. I assure you that it has been a pleasure to assist in Association matters in the past, and it is unnecessary for me to say that in any way I may be of service to you in the future I will be happy to act, but I would ask of you to to-day relieve me of the responsibilities which are incumbent on the position. I feel that among you are a number who are better able, and have much more time to devote to the advancement of the Association's interests than I, and to the one who you may choose to succeed me I will extend every

assistance in my power. I would impress on you the necessity of organization, and would further add the importance of procuring just the proper man for organizing the territory not now covered by the Association. This, I think, would not be a very difficult matter, and when he is procured I would ask that every assistance be afforded him by the present members. Many of you have automobiles, and could easily aid him, with your personal influence as well as your car, in getting together the various dealers who are not now members and organizing local clubs. This is absolutely necessary to the ultimate success of the Association, and should be regarded as such."

J. Winram: "If we have an organizer it will at least demand definite action on the part of members who are now only lukewarm. We will have to assist him or turn him down, and we all know what the result will be. It is not likely that he will be turned down. Then again as a direct representative of the Association the organizer will carry prestige that we as residents of the locality, and perhaps opposition dealers, would not command. I am sure that a paid organizer placed in the field will eventually bring us in many new local clubs,

and cause a closer affiliation of the clubs that are now formed."

The election of officers for the ensuing year then took place. It was moved by W. J. M. Wright, seconded by D. Sherriff, that C. R. Gough be president.—Carried.

W. J. M. Wright in moving Mr. Gough for this office, testified to his worth as an active member of the Association, and his many capabilities of fulfilling with distinction the duties that the position involves, and D. Sherriff reiterated his statements in that Mr. Gough was the one man for the office.

C. R. Gough: "Gentlemen, the honor that you have conferred upon me is one that I did not anticipate for a moment. It is therefore a pleasure that is in ratio with the surprise it carries with it. I will endeavor to act in a manner becoming the station, and I assure you I will use my best efforts to advance the cause in my locality, and in so far as my influence reaches. I ask you all for your assistance and co-operation, in order to make the Association the factor in the implement trade in the Canadian West that the importance of the trade deserves. Without your co-operation individual effort is futile, with it the possibilities are unlimited. Let us unite in making the year 1912 one

GRASP THIS OPPORTUNITY

It was the great Disraeli, the famous British Prime Minister, who said:

"The secret of success is to be ready when your opportunity comes."

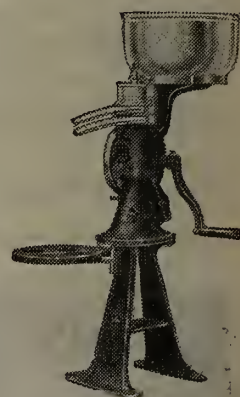
And we have your opportunity ready to mail you. Be ready for it when it comes. Grasp it and you will be on the road to success.

Send us your name and address so we can mail you your opportunity right away.

It's a sales agency proposition that will make money for you. Over 1,200 progressive dealers have come into line. It's up to you.



EMPIRE DISC.



EMPIRE CONE.

Empire Cream Separator Company of Canada, Ltd.

H. P. HANSEN, Western Manager.

230 Princess St., Winnipeg.

An Opportunity To Control The Cream Separator Business



Sold Through Dealers Only.

TO be in a position to offer the very best cream separator in the world at the same price, relatively, of inferior makes gives any dealer the lead over all his competitors.

THE IOWA DAIRY SEPARATOR PLANTS are the greatest of their kind in the World. Most advanced mechanical equipment and immense capacity permit us to produce the IOWA at a price to knock out competition and still have the edge on other makes for efficiency, durability and general popularity.

The 1912 Iowa Dairy Curved Disc Model

This machine is a wonder in its mechanical operation. A child can operate it and take complete care of it because of its easy running and easy cleaning features. A customer has only to be shown its workings and he will buy no other separator.

**Positively Guaranteed to be the Closest
Skimmer that Money Can Buy.**

This is a guarantee that we are proud of. It is a wonderful selling point for the machine and no dealer should neglect learning all about it and about our wonderfully low prices.

Write TO-DAY before you forget.

Iowa Dairy Separator Co.

Largest Cream Separator Manufacturers in the World.

CANADIAN SHIPPING POINT

WINNIPEG, MAN.

Fill in and Mail this Coupon To-day.
Iowa Dairy Separator Co.,
Gentlemen.—Please send me full particulars
and prices and terms on your 1912 Curved
Disc Model.
Yours truly,
Minneapolis, Minn.

in which the Association will make itself felt throughout the length and breadth of this vast stretch of prairie country; one in which we will be strengthened individually by building up the bulwarks of our organization, in which every opportunity for the expansion of the Association will be grasped, and when the time comes for us to convene next year we will have the ineffable satisfaction of the knowledge that the destinies of man do not conform to lines of self assistance only, but that by affiliation and united effort lies the gateway to success."

It was moved by D. Sherriff, seconded by Jno. Rogers, that C. Johnson, Baldur, be vice-president.—Carried.

C. Johnson: "Gentlemen, I assure you this honor is not due me. I have been at all times a poor member of this Association. I have left undone those things which I ought to have done, but I thank you, every one, for your consideration and thoughtfulness in remembering me. I trust that I will make a better officer than I have a member. I will try my best, and they say 'That is all a horse can do.' In passing I would like to say that the one thing that goes to make any association of this kind

an absolute success is, I think, friendliness between rival dealers. I cannot see why this should not be general among us, but, unfortunately, it is not. I personally know of a number of cases in the implement trade where dealers in the same town love each other just about in the same way that they would love a rattle snake. I must say that I have always tried to be on good terms with everybody, including my brother dealer across the street. It has never cost me much to be friendly, and I am sure my assets have more than balanced my liability column in this respect. This glad hand business is a great thing. I don't mean that a man should lay it on too thickly, but if you convince a man that you have no thought of him other than in kindness you will soon see that the same feeling is returned. That is the only way in which I have ever done business, and when I get so old and cranky that I forget this policy of life I hope something will happen to me to keep me out of the path of all mankind. I am glad to represent you in this Association. It is an Association representing an industry that has always occupied a warm spot in my heart, and I trust that I will be able, in my humble way, to warrant the con-

fidence that you have so kindly reposed in me."

It was noted that it was necessary to elect a director for one year to succeed J. C. Reid.

Moved by J. Winram, seconded by J. McEwan, that J. A. Forcier, Forget, be elected a director for one year.—Carried.

Three directors were then elected for a term of two years as follows:—

Moved by J. Winram, seconded by C. Johnson, that Hartford Mayne, Pilot Mound, be elected director for two years.—Carried.

Moved by J. Winram, seconded by J. McEwan, that D. Sherriff, Brandon, be elected director for two years.—Carried.

Moved by J. Morcombe, seconded by J. Rogers, that Jas. McEwan, Togo, be elected director for two years.—Carried.

Moved by J. Winram, seconded by J. A. Forcier, that D. Sherriff be elected auditor.—Carried.

C. Johnson: "Gentlemen, I would suggest that we do not consider for one moment the resignation of F. D. Blakely, as secretary of this Association. Mr. Blakely is eminently adapted for the position. He is an indefatigable worker, and his efforts in the past have been more than acceptable to all of us. If necessary let us at once employ a travelling organizer, to lessen the work that has previously fallen on the secretary, but I would urge that Mr. Blakely be elected to the position of secretary-treasurer, as now held by him."

J. Winram: "Last year we experienced no small amount of difficulty in collecting fees, and the work of the Association was considerably hampered thereby. Can we not arrive at some system of collecting these amounts without this difficulty?"

It was moved by C. Johnson, seconded by J. McEwan, that the secretary be instructed to pass a sign draft on all 1910 and 1911 members for \$5.00, which amount will be applied to cover their fees to this Association for the year 1912, and that a copy of this resolution be embodied in a letter of explanation, and that it be mailed a few days in advance of the draft to each.—Carried.

F. D. Blakely: "I am sorry to report, gentlemen, that a general apathy is displayed in the response to letters that I have occasion at times to write to members. This should not be, and is discouraging in the extreme. I am sure letters pertaining to your individual businesses are not neglected to the same extent. Association correspondence I consider to be just as

important, and it should not be pigeon-holed without a prompt reply being made. Kindly give this matter more careful attention in future."

J. A. Morcombe: "It is my impression that fewer implement men are coming to the Winnipeg Bonspiel year after year. Is it possible that by moving the place of our annual meeting to, say, Brandon or Regina, we would augment our attendance?"

C. R. Gough: "The reason for this is on account of the wholesale houses opening up branch houses in Western cities where a full line is stocked, thereby making it unnecessary for the dealer to make a long trip here. I am of the opinion that more members could be induced to attend the annual meetings if they were held at a place that is more centrally located, and would make this suggestion for the consideration of this meeting."

F. D. Blakely: "Would the members from Manitoba attend the meetings if they were held in Regina?"

J. Winram: "I think so. I suggest that Mr. Gough ascertain from Saskatchewan members their views on this, and if it will assist the Western membership to centralize the Association in Regina I would say do so. The Association is not any more for the benefit of Manitoba members than for those in Saskatchewan and Alberta, and I do not think that we should monopolize the annual meeting. If we have the right spirit we will not allow a trip of some distance to hinder us from attending. Let us hold it where we will be sure of the largest attendance."

D. Sherriff: "To come to the matter of an organizer, would this meeting advise advertising for a man, or would it be possible to obtain some reliable man of whom some one of us may know to be available?"

C. R. Gough: "If I were looking for a man to apply to as important a position in my own business I most assuredly would not advertise for him. It is too difficult to choose the right man from a dozen or more strangers who might answer the advertisement, and good impressions are sometimes made on the spur of the moment that are inexplicable afterward. Is there anyone present who can suggest a man, who in their estimation could fill the bill? Personally I do not know of anyone suitable of whom we could avail ourselves. The suitable men all seem to be very well situated as it is, and the men we could have we naturally don't want."



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

TRANSFERRING and STORAGE



GOODS OF EVERY DESCRIPTION RECEIVED,
STORED AND TRANSHIPPED TO YOUR ORDER.
PARTICULARS AND PRICES ON APPLICATION.



WINNIPEG STORAGE and FORWARDING CO.

937 LOGAN AVENUE

WINNIPEG

Marvellous Machines for Engine Work

EMERSON ENGINE DOUBLE DISC HARROW

SPECIALLY DESIGNED FOR ENGINE WORK, HEAVY, STRONG, DURABLE, without being unwieldy. Built in two sections with a weight platform capable of carrying a ton of ballast.

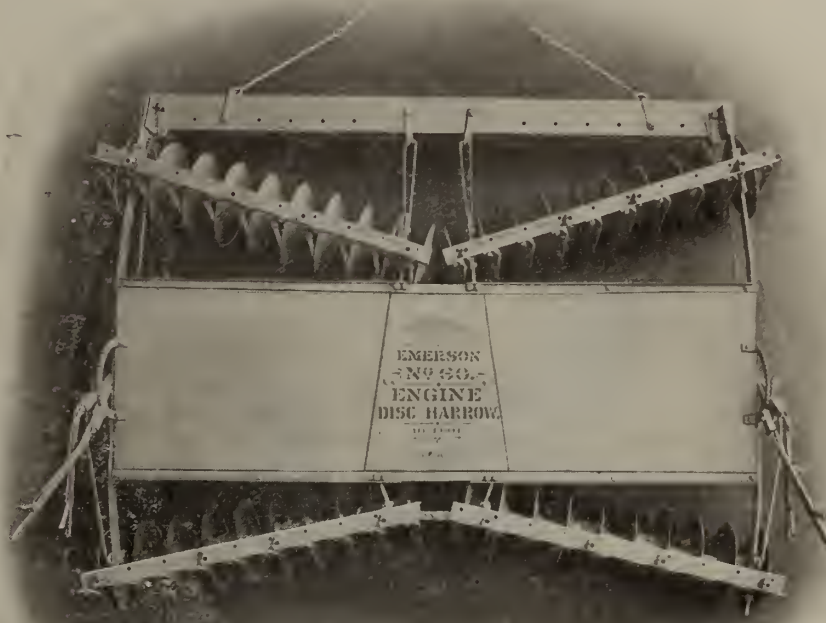
The discs can be set at any angle. Front discs OUT-THROW, rear IN-THROW, thus preparing a perfect seed bed in one operation, with discs set straight this implement makes an excellent sub-surface packer.

In light soils this harrow has prepared an ideal seed bed for THREE CONSECUTIVE YEARS WITHOUT PLOWING.

Disc blades are ONE-THIRD HEAVIER than in any other harrow.

Disc spools TWICE AS HEAVY with wide flanges to support the disc.

THERE ARE FOUR BEARINGS ON EACH GANG, other harrows have but three.



No. 60 Emerson Disc Harrow. Built in one size only—10 ft. wide, equipped with 40, 16 in. disc blades.

A 25 H.P. Tractor will Pull Two Emerson Engine Double Disc Harrows, making a Cut Twenty Feet in Width with Ease.

EMERSON 50—AN ENGINE PLOW WITH EVERY DESIRABLE ADJUSTMENT.

The EMERSON is the engine gang with the INDEPENDENT BOTTOMS THAT TAKE CARE OF THEMSELVES. It's front furrow wheel and flexible engine hitch make an absolutely uniform width of furrow and careful STEERING OF TRACTOR UNNECESSARY.

Pressure on lever controls trip that engages ratchet in gauge wheel, lowering or raising plows without altering set depth,—SO EASY A BOY CAN OPERATE IT.

The pivoted beams ALLOW BOTTOMS TO PASS OVER OR SWING AROUND OBSTRUCTIONS, thus the breaking of shares, springing of beams or frogs on the EMERSON is practically impossible.

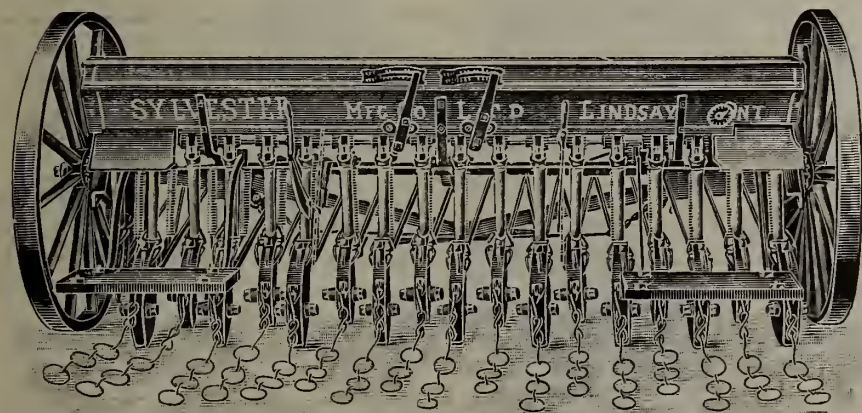
Prairie breaker bottoms have fin cutters and extra shares, old land bottoms equipped with rolling coulters.

Wheel bearings are chilled where greatest wear comes and turning in oil must run light and prove durable.

Furrow wheels run at the same angle as do the three wheel sulky and gang, doing away with landside friction and making the 8 ft. EMERSON run lighter than a 6 ft. of other makes.

MADE IN TWO SIZES—6 and 8 BOTTOMS.

Sylvester Grain Drills



Rear view Sylvester Double Disc Drill made in sizes from 16 to 22 Disc.

Manufactured under Stephenson's Patents, the most perfect Seeding Machine yet devised.

We have large stocks of these Drills at all of our Western branches and can make immediate shipment.

MORE INTERESTING FACTS TO DEALERS---LET US SEND THEM TO YOU.

Tudhope Anderson Co., Ltd.

Winnipeg.

Brandon Regina Saskatoon Swift Current Yorkton Calgary Lethbridge

J. A. Forcier: It appears to me that a great knowledge of the implement business is not so essential to an organizer as a sufficient amount of enthusiasm. Surely it will not prove so difficult as Mr. Gough suggests to secure the man that we need to handle this job to our satisfaction. I believe that we should make his salary enough to make it worth his while."

C. Johnson: "Regarding the discussion some few minutes ago relative to interviewing the wholesalers with a view to rearranging the territories that we are allowed by them, are we to understand that this will be taken care of by the executive? In an organizing campaign, such as we are about to embark upon, it might be a good introduction to those who do not know us to agitate along lines of this kind. It would prove to them that the Association is beneficial, and if the adjustment of territory could be accomplished it would result in much good being done us in other ways, as well as in extending the Association; individually it is just the one thing that our business most greatly needs at present."

C. R. Gough: "I would suggest that an effort be made along these lines. We have several similarly important matters to attend to, the mail order house menace is not one of the least serious ones, and forcible steps should at once be taken to checkmate it. I know of an instance in my locality where a farmer bought a disc from a mail order house in Winnipeg, and as is generally the case with discs and other implements bought from these places it went out of order after a

week or so, and the farmer promptly came in to the local dealer to get some parts to fix it with. The dealer, who some of you know, just as promptly advised him to get his repairs from the same source as he got the disc, and even though he had the parts that would have put the disc in shape again he simply refused to supply them, and I consider that the dealer was amply justified in his action. Gentlemen, if this course of action was generally adopted I think we would not have any difficulty in competing with these concerns. I also notice a number of cheap looking gasoline engines on the station platform in my town addressed to farmers, and several cases have come to my attention of these engines being shipped back to the mail order house that sold them. It appears that they are not up to guarantee, and the purchasers have availed themselves of the option of returning them if not satisfactory. This is a matter to be dealt with, as I believe that the gasoline engine offers great possibilities in sales to the implement dealer."

The meeting then adjourned to the spacious dining rooms of the hotel, where luncheon was partaken of, the directors reconvening at the termination of the repast.

DIRECTORS' MEETING.

It was moved by C. Johnson, seconded by J. A. Forcier, that F. D. Blakely be again appointed secretary-treasurer of the Association for the ensuing year, and that the remuneration for his services be the same as for the past year.—Carried.

It was moved by D. Sherriff, seconded by J. A. Forcier, that an organizer be employed at once, and that his appointment be made by the executive.—Carried.

It was moved by J. A. Forcier, seconded by C. Johnson, that the secretary-treasurer be hereby empowered to make the same arrangement for the Association with the insurance company for the ensuing year as was in force during 1911.—Carried.

The meeting then adjourned, subject to the call of the President.

COMMUNICATIONS.

F. D. Blakely, Secretary, Interprovincial Retail Implement Dealers' Association.

Dear Sir,—In reviewing the results of the Insurance Department of the Interprovincial Retail Implement Dealers' Association for the last year I find that the premiums for the year were \$749.19, as against \$322.17 in 1910, an increase of \$427.02. While this is a very substantial increase there is still a large number of the members who are not letting us save them money on their insurance. Those who insured in the Association last year numbered but thirteen. As an illustration of the saving effected I would point out that a certain member placed \$5000.00 insurance with us, on which the rate is \$3.50 per \$100.00. Had he placed this insurance with any other fire insurance company his premium would have amounted to \$175.00 per annum, but through the reduction offered to members of the Association he thus made a clear saving of \$35.00. Some of the members will remember that when the arrangement was made

the insurance company agreed to make a further concession in the way of discount when insurance amounting to \$100.000 had been placed by members of the Association. Last year the total amount of liability assumed by the company was slightly under \$29.000. It will be readily seen that many more members will have to come in before this extra reduction in rate may be taken advantage of. I have no doubt that when our late manager, Mr. Stafford, put this matter before the members last year many a member went home fully intending to place his insurance through the Association when his present policy expired, but that when his local agent came to him with a renewal to sign, the matter had escaped his memory entirely. As this lack of memory is and has been proven costly I would suggest that members fill out their policies at the time this suggestion is made to them, and when their present policy expires and it comes time to sign renewals it will not be difficult to remember.

Yours faithfully,

G. Herington, Manager.

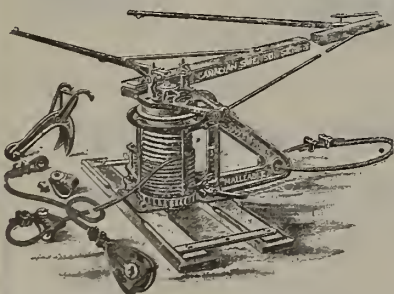
Two negro men came up to the outskirts of a crowd where Senator Bailey was making a campaign speech.

After listening to the speech for about ten minutes, one of them turned to his companion and asked:

"Who am dat man, Sambo?"

"Ah don' know what his name am," Sambo replied; "but he certainly do recommen' hisself mos' highly."

"Canada is the melting pot of all nations.



Mr. Implement Dealer!

Are you aware of the fact that you are losing one of the best and cleanest trades there is, by not acting as our Agent? We make the only machines that will do the work in the West—that is, scrub oaks, poplars and willows. We make special Hooks

for the different kinds of work. Write for our complete catalog. We have something interesting for you for the spring trade.

Canadian Swensons Limited
William St., Lindsay, Ontario, Canada

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

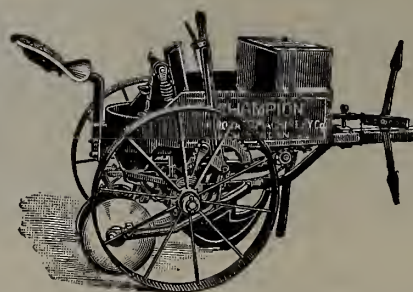
Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Québec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

The O. K. Canadian Automatic Potato Planter Will Satisfy Your Customer.



BECAUSE IT'S
DURABLE, RELIABLE
and SIMPLE

IT'S automatic cup device does not puncture or bruise the seed in any way, thereby assures a perfect stand. It's a money maker.

We manufacture potato cutters, planters, sprayers and diggers, riding cultivators, cattle stanchions and stalls, and litter carriers.

Write for our descriptive Catalog to Dept. B.

Canadian Potato Machinery Co., Galt, Ont.

Transfer house with complete stock at Winnipeg.

Glengarry Buggies

BEAR THE STAMP OF APPROVAL
OF THE FARMERS OF WESTERN CANADA.

The fact that sales of Glengarry Buggies have increased more than 300 per cent in four years, is proof that this line is making good.

The fact that dealers who "Gambled" with a sample or two in 1910, cheerfully attached their signatures to orders for from half a dozen jobs to a car load for 1911, is more proof.

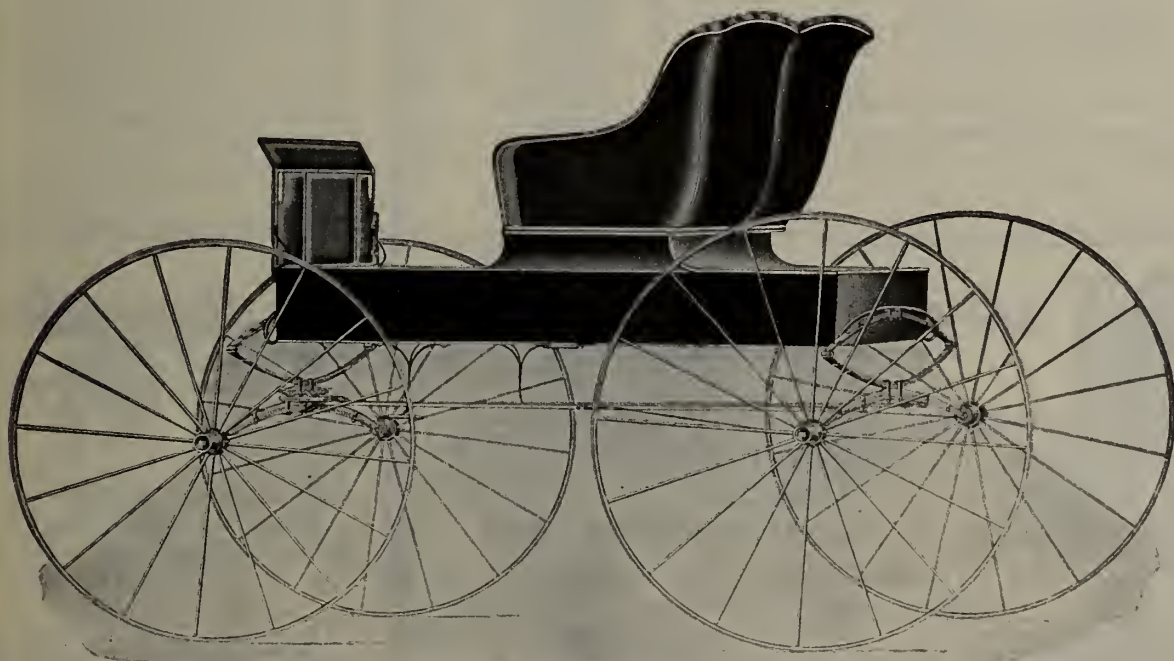
The fact that dealers who have been handling the line the longest are the heaviest buyers, is the best proof.

The steel seats we are showing for this season are a distinct improvement in automobile styles. Being made of a solid piece of pressed steel, there are no joints or plugs to bother. They are very stylish and practically indestructible as they can neither warp, crack, nor open in the corners.



No. 228, ALL STEEL SEAT TOP BUGGY

We have also added several styles of panel auto seat runabouts and top buggies. These with our long line of standard and top buggies, road wagons, democrats, surreys, afford your customers variety enough to satisfy the most particular.



No. 231 ALL STEEL SEAT RUNABOUT

Our handsome 1912 catalog is just off the press and will be mailed promptly to any dealer upon request. A postal brings you this index of everything that is up-to-date on wheels.

CANADIAN MOLINE PLOW CO.

Winnipeg

Calgary

Edmonton

Why Some Retailers Fail.

The eighteenth annual convention of the National Implement and Vehicle Association was opened Oct. 17 at Chicago. Among the practical talks by dealers, Harry Mead, of Wichita, Kans., gave the following address. It should be remembered that Mr. Meade was talking to an audience composed largely of manufacturers, wholesalers and jobbers.

"You gentlemen have talked about sales and salesmen. I want to say that 75 per cent. of the salesmen do not know anything about your merchandise. I can speak advisedly to you because I am on the other side of the fence. I am the fellow you load up with the goods and send out to get rid of them. Awhile ago I met a manufacturer who used to carry my bank accounts many years ago, and who employs many traveling men, and I tried to get one of his traveling men to show me how to operate a sulky plow, and he could not do it. I went to the manufacturer and asked him if he would not have his master mechanic come to my place of business in Oklahoma and show my men about his plows. He said, 'Sure I will, you bet.' and he did. We had sold those sulky plows for five or six years, and that was the first time we ever knew anything about them.

We have a rule, borrowed from a wholesale hardware house, that we have a school every Tuesday night, and every one connected with the place must make no conflicting engagement, but must be there that evening and learn the various features of our business and the ways of using and explaining our goods. The result has been that we are selling goods where our competitors formerly sold, and we are getting

the business because we have not a man who does not know all about the goods from start to finish.

A few months ago we got a stock of farm implements. In this stock was a short line, I mean perhaps one sulky plow and three cultivators, etc. We expected to keep the big line and we were going to sell the little line and get rid of it. But when we took this line over, along came a traveling man and I said to him, 'I wish you would set your samples up and show our salesmen something about your goods.' He did so. I had two men who did not know anything about salesmanship, and he went through the samples with them. I asked one of the salesmen what he thought about it, and he said, 'That is a good cultivator he has got, I believe,' but I didn't get enthusiastic about it because I didn't want to get enthusiastic over that line. In a couple of days another traveler came along, and I said to him, 'I want you to go up and get your line of samples put up and show our men about your goods.' He said 'All right.' I asked one of our men about the matter, and he said that the traveler would walk back and forth and tell them what to do. I said, 'He wants you to do it so that you will know all about it.' He said, 'Yes, but the fellow the other day did it all, and this fellow walks back and sits down and smokes part of the time.' The result was that the second fellow came back again and put in his line, while the short line was all but forgotten. Our salesmen sold the line that they understood and called for more.

Travelers are good fellows. I do not want to advise you as to whether you should pay them salaries or commission, but really you ought to do something to them. I think I would if I were a sales manager. Your greatest ambition is for your traveler to go out and take orders. Your first duty is to educate the traveler. I ran into a traveler at Kansas City the other day and I asked him to show me something about his buggy. He started in and began to tell me about one of the bolts. He said: 'I think it is a $\frac{5}{8}$ ths.' I said, 'No, that is not a $\frac{5}{8}$ ths.' He then went on to something else, I am not quite sure, but whatever he said was accompanied with 'I think.' Now, a salesman does not want to 'think,' he ought to know. If he is not positive he cannot sell his goods or present them properly.

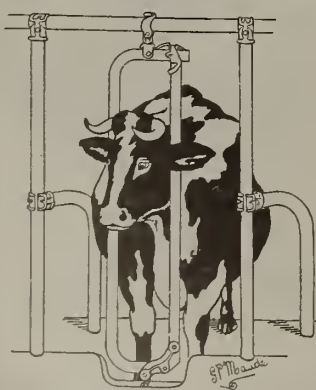
In one of the houses in Kansas City the manager had the head of a school of salesmanship come and lecture to the travelers. I thought to myself that here was an opportunity for a man to study salesmanship, and yet there was a bunch of travelers who were indifferent about the subject.

The speaker then, with the aid of the blackboard, illustrated a number of instances of the loose way in which small dealers do business, loading themselves up with heavy liabilities and having low assets. He said in many cases their books were not in shape to show their liabilities, their cash was loosely handled, and although the men were honest and industrious, they were doomed sooner or later to failure.

Among the illustrations given by Mr. Mead were the following:

Here is a man who owes \$32,500. His assets are \$28,000, and he is short \$4,500. His notes receivable are mostly past due, and yet he ought to be able to collect 95 per cent. of them from the farmers who owe him. He has a real estate mortgage of \$3,500, and yet his affairs are in such a shape that it will take all his assets to pay off the mortgage. There is nothing wrong with him but ignorance. The plow house found him ignorant and left him ignorant and did not educate him. He has seven different lines of paint and fourteen different lines of enamel ware. When I was there he had nine sulky plows and five feed grinders sitting out on a vacant lot, where the bottoms of the grinders were commencing to decay. You may say, 'He is not my customer,' but he is. He made money for five years, but after that he came into close competition and did not know how to do business. He used to have a cash register, but does not use it any more. The boys come in in the morning and put some cash in their pockets, and if they sell some goods out in the yard they make change right there, because, you see, it is handier to have the money on the spot. Now, the traveler could have educated him if the sales manager had educated the traveler. This man has bought stock in an oil company and has invested in several enterprises. He was an easy man to educate and should have been educated. Ninety-five per cent. of your people who buy merchandise on time are susceptible for you to talk to. Such a man will listen to you because he wants your advice. This man does not know what it costs to get his goods because he does not know anything about freight.

Here is a town with five dealers, one of them with seven lines



The "BT" Stanchion



The "BT" Rack Clamps

BT stands for BesT

IN

**LITTER CARRIERS WATER BOWLS
STANCHIONS STEEL STALLS
HAY TOOLS SLINGS
RACK CLAMPS LOAD BINDERS, ETC.**

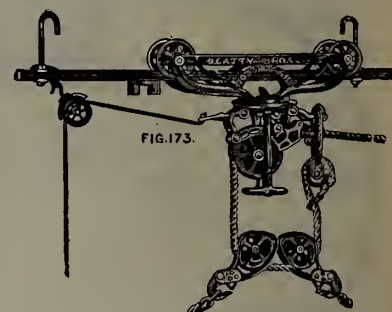
Our goods are **BesT** to buy and **BesT** to sell. You have no second-hand stuff to dicker with and the profits are large.

We are the largest manufacturers of Barn and Stable Fittings in Canada and our goods are acknowledged everywhere to be better and more strongly constructed than any others on the market. You are taking no chance when you get the agency for the "BT" Line, as it is reliable.

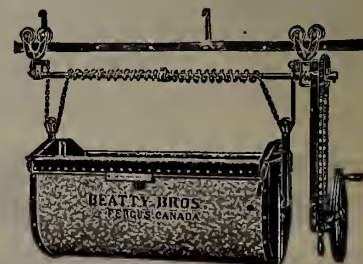
HAVE YOU the agency for these lines? If not write to-day for catalogues and best discounts.

BEATTY BROS.
BRANDON, MAN.

Head Office and Factory: **FERGUS, ONT.**



The "BT" Sling Car



The "BT" Litter Carrier

of plow goods. Most of his implements are out in the weather right now and in bad shape. I asked him which one he sold the most of. He said, "Well, I let them have their choice." It seems to me I would take that man and educate him and build him up. In his junk pile I found stuff that I thought was worth something. He is trying to trade his store for land. The town is overloaded. It has too many implements. In that town they are paying \$77 for wagons and selling them for \$85, an apparent profit of $8\frac{1}{4}$ per cent.; and other things in proportion.

These cases are taken not from one place, but from different places in the southwest. This condition may not be true of Illinois or Missouri, but there are some states where that is the condition. They are cases that none of you know anything about. It is an unfortunate condition, but I am trying to show you that your traveler is partly to blame for the condition. He has loaded up these men with merchandise that they cannot sell.

Here is another town with 1,000 people and three dealers. A traveler came along, loaded a man on a train and took him to another place to sell a car of stuff and put him in business where three dealers can hardly do business. I asked one man, "How much do you owe?" He said, "I owe such and such plow concern about \$9,000." "Who else?" Well, he said he owed such and such a concern \$1,000. "Who else?" He owed another hardware concern \$1,000. I asked, "How much do you owe on this line?" "Well," he said, "I might have some little bills out. That wagon bill is not due till next fall. The \$9,000 is all due this fall." "How much have you got out?" He said, "About \$18,000." After supper we started on the books. They had not been posted for four months, and I could not figure out how much he owed, though I am fairly quick at things. He had friends who would not let him go broke because they would pull him through. He is meeting his indebtedness and payments and isn't missing a minute. But should failure come to that man and he got into trouble, where would his friends and you come out?

They need to be guided by the traveler. The traveler can guide the retailer and accomplish a great deal. I asked one of the dealers in a small town how much freight he had to pay on farm wagons. He said he thought about \$7 a wagon. I asked him what the rate was, and he didn't know. He looked up the freight and found it was \$222 on a car, and he knew he had twenty-five

wagons in the car. He is paying the long price for the stuff, and he doesn't take any cash discount, or anything of that kind. He does not have a bills receivable account or expense account, and he does not pay any attention to cash discount. He can't tell whether he is making or losing money.

We have made money out of our interest account. We pay interest and we get interest, but there has never been a time that we have not made money out of our interest account. The profits in it more than offset any loss that we might have. The average dealer in the southwest does not make any money out of his interest account. Your travelers don't teach him how.

I think one of the most dangerous things is to let the farmer go out with the stuff without settling for it with a note. One of the best things a dealer can do

is to get a note for everything that goes out of his store that isn't paid for in cash, especially the larger items.

I want to say, I came over to your meeting this afternoon to listen. I thought I might learn something. I want to say I have learned very little. You are a bunch of dead ones. Yes, you are. You don't get enthusiastic. How do you expect me to go home enthusiastic? Enthusiasm, gentlemen, is what sells our goods, and enthusiasm makes our customers pay the price for the goods. I want to say a word in regard to the threshing machine. A man suggested to us, don't you want to go out and make some money? Put it so straight that it gave us ginger, and we put our man out on the road, hunting for prospects, and out of the sales we made to the prospects he found we got \$1,100

commission. That was easy money.

In regard to the sales managers' meetings, I think you ought to get together more than once a year. You ought to try to educate the dealers, and you ought to send out salesmen better acquainted with your goods. If you gentlemen think I am misleading you about this, when you go home you ask your traveling man to tell you about a sulky plow, and see what he will tell you. You will be surprised how little he knows about it. Get your buggy salesman to tell you what he knows about buggies, and you will be surprised. Ask your salesman how many pieces of your advertising they have read, and you will be surprised to find how little they have read. I am not knocking the traveling man, but I do say this to you, that the only way we can make a dollar in farm implements,

Make Your Store Known for **QUALITY**

We have machines for every requirement of the farmer, from the smallest pump to the largest tractor.

No line you can handle will bring you greater prestige than the

Fairbanks-Morse line

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders
Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose, Truck and Pitless Wagon Scales

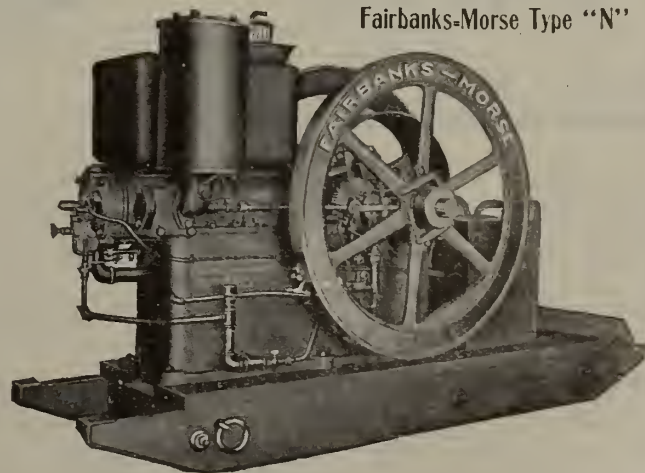
Write us if you are open to make a contract to handle our line in your district.



Fairbanks-Morse Eclipse Pumper.



Fairbanks Truck Scale, capacity 2000 lbs.



Fairbanks-Morse Type "N"

"The Dealer who handles the
CANADIAN FAIRBANKS - MORSE line
gets compliments instead of complaints."

The Canadian Fairbanks-Morse Co.

WINNIPEG

SASKATOON

CALGARY

LIMITED

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

stoves and buggies, is to sell the goods. They are not worth thirty cents to us standing in the house, and when we have once bought the goods, we want to sell them.

I contend, and I believe am right about it, that your moral duty is to help the dealer dispose of his goods. You have to help educate him and prevent him from failing. When we come to Chicago we see these big buildings occupied by firms selling direct. We hear a great deal about direct selling, and we hear the government is getting after the manufacturers, and we want to sell goods while we can."

Soil Packing and Pulverizing.

Perhaps no invention in recent years has so added to the productiveness of the soil, in localities where there is but an average rainfall, as has the soil packer; careful and painstaking experiment has proven that conservation of the moisture in the land is an absolute necessity to fertility. For fifty years the Dunham Company, of Berea, Ohio, has engaged in the manufacture of implements for the scientific tiller of the soil, and among other products of their factory they devote their attention to soil packers and pulverizers, in connection with the importance of which implements the North Dakota experiment station made an exhaustive series of experiments on 24 plats of wheat in 1911. It was found that the moisture in the top 12 inches of soil largely determines

the extent of plant growth, the soil below that losing or gaining but little in the course of the season. Also, the cultivation of the soil five times during the growing season increased the amount of moisture in the soil by 211.5 tons per acre, or the equivalent of 1.88 inches of rainfall. This amount of water, if all used for the growing crops, would produce two bushels of wheat to the acre and would show a nice profit over and above the additional cost of cultivation. The moisture increase in this case is generally considered to be low. The rainfall during the growing season was a little less than seven inches.

Smut.

In the yearly report issued by the department of the Chief Grain Inspector of the United States, it is estimated that the loss in three states alone, Washington, Idaho, and Oregon, from smut is in the neighborhood of \$7,000,000 for the current year.

This shows a radical increase in loss, doubtless to some extent due to increased acreage, but at the same time denotes no diminution in the ravages of the fungi.

At a recent convention held by members of the "Anti-Smut League," an organization formed in the above states to cope with the evil, it was decided to issue the following instructions to resident farmers, on the advice of successful farmers whose crops have proved in the past to be

singularly free from smut:

"It is imperative that smut balls be removed from seed wheat before treatment, as no amount of solution is sufficient to destroy the germs contained in them.

"Solutions should be carefully mixed in the proper approximate proportions, as follows:

"If vitriol is used, one pound of vitriol (copper sulphate of bluestone) to five gallons of water. Wheat should not remain in this solution for more than fifteen nor less than ten minutes; too strong solution or too long immersion in the solution will destroy the germination of the seed.

"If formalin, one pound of formalin to every 45 gallons of water. In the case of the use of this chemical, wheat may be dipped, or in case smut is not extremely bad the seed may be treated merely by sprinkling, when it is better to seed before grain is dry."

Smut has proven to be more prevalent in fall sowing than in spring sown grain. The primary cause is due almost entirely to smutty seed, however, weather and land conditions favorable to its propagation help it along as well.

So far as Western Canada is concerned, we believe that there are few intelligent farmers who do not treat their grain for smut before sowing it. When this is properly done, the danger from that source is removed.

Where the Potato Originated.

From U. S. Consul Alfred A. Winslow, Valparaiso.

It is generally understood here that the island of Chiloe, Chile, is the home of the potato and that it was found there by Pedro Valdivia's expedition in the first half of the fifteenth century, where they were known by the natives as poni. At that time potatoes served as the principal food of the Indians, who cultivated them to some extent, and still grow them in a crude way.

The Chiloe Archipelago is off the west coast of Chile, between 42 and 46 degrees south latitude, and is composed of many islands, of which the largest, Chiloe, is about 100 miles long by 38 miles wide and covers about 2,450 square miles, with a population of about 40,500 persons, mostly Indians or half-breeds. The farms vary from 50 to 500 or 600 acres, but the land is covered with a dense forest, save where small patches have been cleared for cultivation, scarcely ever exceeding

50 acres in area, and the potato patches rarely exceed 6 to 8 acres.

According to the best information I have been able to get no machinery is used in the cultivation of potatoes further than a very crude plow and a spade or hoe. They are planted in rows at irregular distances varying from 18 inches to 3 feet apart. On the larger farms the seed is generally planted by dropping whole potatoes into the furrow at distances of from 18 to 24 inches and covered by dragging a split log over the surface with the face down or by plowing a furrow on either side of the row.

As a general rule they are cultivated only once and then when they are 3 to 4 inches high. The weeds are cut out with a hoe or spade, after which they are left to take care of themselves until it is thought best to dig them, which may be any time after they mature until the following spring.

There are many varieties of potatoes grown in Chiloe, although no special attention is paid to this matter. Each farmer may have his own variety, since no attention is paid to changing seed, for varieties do not seem to run out as at home. I am told that the same variety is planted on the same land year after year by father and son without deterioration. No special attention is given to the selection of seed, and still fine potatoes are grown from year to year.

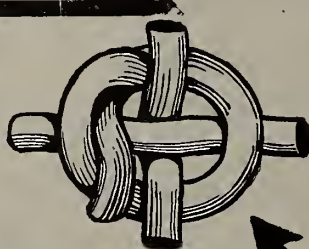
In general, the potatoes are dug by turning the row over with a plow drawn by a yoke of oxen, and the ground poked around with a crooked stick. Of course in this way many are left in the ground, but this makes but little difference, since they are very prolific and easily raised.

No special attention is given to storing potatoes in that country. They are generally stored by the producer in a building with a ground floor on a level with the surface of the ground, quite open to the air. There are no cellars in that part of Chile. There is no way of ascertaining the yield per acre, the cost of production, nor the profit per acre, since no account of such things is kept.

Potatoes are sold in Chiloe Island by the producer both to the consumer and the dealer, who may be a grocer, baker, butcher, generally merchant; in fact almost every business house handles them.

What use would a bad temper be to a man if he didn't have a family to vent it on?

Leader Fences Sell on Sight



Thousands of farmers and ranchers throughout Western Canada have proven that **Leader Fences** are the **best** and **strongest** fences they have ever used. Perhaps you know that the weakest part of a woven wire fence used to be the lock. We have made the lock the strongest part of the fence. The **Leader** woven wire fence is built to last under all conditions and is proving itself the best fence on the market.

We Want Live Agents in Every Town

to represent us. You will have no trouble in selling **Leader** fences or any of the celebrated **Anchor** products.

We manufacture many designs of woven wire fence, both in standard, heavy and medium weight, and the **Anchor** field erected fence, coiled spring wire, gates, etc.

Write for Catalogue of Fences and Gates for horses, cattle, hogs, etc.

Manitoba Anchor Wire Fence Co. Ltd.
850 Henry Avenue, Winnipeg.

Traction Engineering School.

The M. Rumely Co. have during the winter months conducted a school at Calgary, in which aspiring tractor engineers have received full instruction in handling and caring for Oil Pull tractors, and state that their operations along these lines have been successful, over two hundred Alberta farmers enrolling, and in the neighbourhood of 150 diplomas being issued after examination of a searching nature had been instituted. There is no doubting the benefit of the above procedure, and the Rumely Company are to be commended on for their initiative in the matter.

A Municipal Exhibit.

What citizen of Montreal or Winnipeg could tell how much is spent annually for fire protection, how much for the police, how much for streets and bridges? asks Industrial Canada. The business of city administration has grown so complex that it is impossible for a business man to give it the attention necessary for even a working knowledge. To meet this condition the City of New York has brought the information to the citizens. For a whole month an

exhibit was held in a prominent place down town, where every dollar of expenditure was graphically shown. A huge mass of golden cubes represented the total expenditure. Surrounding this were smaller piles, illustrating every branch of civic expenditure. Not only was the total cost of each service shown, but it was shown in comparison with all others. The spectacular side was not neglected. In the basement model fire apparatus was on view. A modern automobile truck was shown side by side with a fire engine horse. The saving substituting motors for horses was given. A huge map was stretched out on one floor, with the police stations indicated by miniature buildings, and every policeman shown on his beat. The schools, public buildings, bridges, everything on which public money is spent, were given their place. That the citizens were interested in the cost of city government is shown by the fact that over a million people visited the exhibit during the month. Its lessons were used as the basis of instruction in the schools, and altogether a healthy interest was developed in public affairs. It is worthy of note that while for the two years preceding the first budget exhibit,

the annual increase in expenditure was five million dollars, for the past year it was only seven hundred thousand. And no service has suffered. The advantage of getting the citizens interested is manifest. Upon such general interest depends absolutely the success of our system. The few whose interest lies in ways that are dark can be relied upon to be eternally vigilant. To keep our government clean and economical the general citizen body must be no less vigilant. We owe it to the men whom we elect to administer our civic affairs to give them strong and intelligent support in right doing.

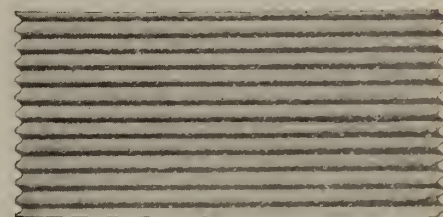
Gas Traction Co.

Increasing business in Northern Saskatchewan has been the cause of another branch of the Gas Traction Co. being formed; a warehouse has been secured at Saskatoon and will be under the management of P. N. Amidon, for many years an employee of that company. The additional service afforded by this well known firm will no doubt meet with the approval of their many customers in Saskatchewan, as it will make possible the prompt replacing of parts when necessary, and will consequently reduce annoying and expensive delays.

Corrugated Iron

is the ideal covering for

Barns, Granaries and Implement Sheds



Fire, Lightning, Wind and Weather Proof

Durable as the Building itself

Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for Selling Outfit, Catalogue and Dealers' Discounts.

There's Money in it for you!

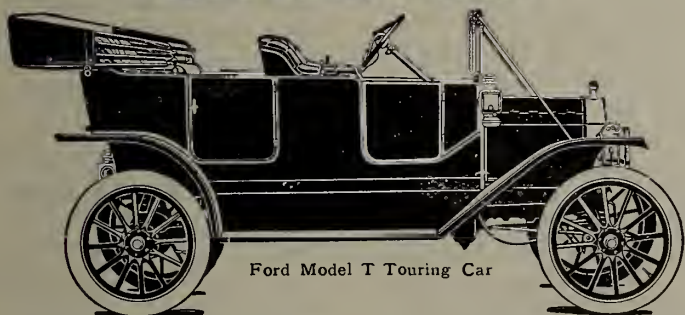


THE
Metallic Roofing
CO., LIMITED
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C53

Ford



Ford Model T Touring Car

IF YOU knew what Vanadium Steel really is, if you knew the great significance of the scientific heat treatment we give to Vanadium Steel; its tremendous importance in motor car construction, you would not buy a motor car built with any other material.

FORD Model T cars are made of Vanadium Steel intelligently heat-treated by original Ford processes.

Ford Model T Touring Car, 4 cylinders, 5 passengers, fully equipped, f. o. b., Walkerville	\$ 850
Ford Model T Torpedo, 4 cylinders, 2 passengers, fully equipped, f. o. b., Walkerville	\$ 775
Ford Model T Commercial Roadster, 4 cylinders, 3 passengers, removable rumble seat, fully equipped, f. o. b., Walkerville	\$ 775
Ford Model T Town Car, (Laundaret) 4 cylinders, 6 passengers, fully equipped, f. o. b., Walkerville	\$1100
Ford Model T Delivery Car, capacity 750 pounds merchandise, fully equipped, f. o. b., Walkerville	\$ 875

Write for catalogue and other booklets.

Ford Motor Company

of Canada, Limited

WALKERVILLE, ONTARIO

Branches and Dealers in all Principal Cities of Canada

FLOUR CITY TRACTOR.



The GOLD MEDAL Winner

In the **WORLD'S TRACTOR CONTEST** at WINNIPEG the "FLOUR CITY" was entered in the Kerosene Class and was awarded the Gold Medal. It won its laurels with this fuel with the same ease that it swept the field with Gasoline.

These honors do not represent the accidental happenings but are the hard-earned **CONTINUOUS WINNINGS** of the **BEST** in the **FIELD**.

The "FLOUR CITY" is equipped with a four cylinder vertical motor, which has many advantages. It gives more impulses to the revolution of the crank; it does not require the heavy fly-wheels to store power; it can be built of less weight; it gives a steadier motion and can be condensed into a small space.

Is built in three sizes, 20, 30 and 40 H.P. Our agency proposition is liberal. If interested send for Catalog 18.

KINNARD-HAINES CO.,

830 44th Ave. N. Minneapolis, Minn.

ONTARIO WIND ENGINE & PUMP Co. Limited

Toronto, Winnipeg, Calgary, Dominion Agents.



Twine Prices for 1912.

The Plymouth Cordage Company announced on February 12th their schedule of prices to govern the output of that concern for the coming year. All grades are quoted at slight advances on last year's prices, Sisal and Standard being placed at 7¼c, as compared with 6½c in 1911, f.o.b. factory:

Plymouth Sisal 7¼c per lb.
Plymouth Standard.. 7¼c per lb.
Plymouth "M" 650
feet 7½c per lb.
Plymouth "L" 600
feet 8½c per lb.
Plymouth Pure Ma-
nilla 650 feet.... 9¼c per lb.

From these prices deduct ¼c per pound for orders of 10,000 lbs. or over; for an order of 20,000 lbs or over deduct ¼c per pound.

The International Harvester Company bulletin of February 29th announces that prices for I.H.C. twine for the coming season will be as follows, effective March st:—

Sisal or Standard.... 7¼c per lb.
Manilla 550 feet 7½c per lb.
Manilla 600 feet 8¼c per lb.
Pure Manilla 650 feet 9¼c per lb.

From these prices deduct ¼c per pound for orders of 10,000 lbs. or over; for an order of 20,000 lbs or over deduct ¼c per pound.

It will be well to state that the advance in freight rates anticipated at his time last year, did not go into effect, the through rate on shipments to Winnipeg of 24,000 or more being .60c per hundred pounds.

America Needs 400,000 Trucks.

An eminent authority on motor trucks says:

It is estimated there is a need for almost 400,000 motor trucks in America to-day. Compare with this the fact that there are now approximately 20,000 in use, and the future of the motor truck is set out clearly.

The possibilities of the truck as a saving in time and money have been brought before business men within the past few years, and the leaders, as a result, are selling their horses as fast as possible.

As an industry the motor truck business is comparatively new, but as a vehicle the truck dates back earlier than even the locomotive. This is what is known as the locomotive influence in motor trucks. It explains why many companies prefer to buy a truck from a manufacturer with the benefit of long transportation experience.

Before locomotives were run on steel rails they travelled on roads,



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th
of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence
of good faith, but not necessarily for publication, every correspondent
must sign his name. We reserve the right to edit all matter
submitted but do not undertake to endorse opinions
expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter
WINNIPEG, CANADA, MARCH, 1912.

so that the truck and the steam engine of to-day have their origin in the same vehicle.

Modern business, with its requirements of speed in labor-saving machinery, for promptness in getting goods from one place to another, has brought about this great demand for the motor truck. The horse has been found wanting, just as the human hand has given way to machines in manufacturing goods.

It is only within recent times that competition has become so keen that the transportation of merchandise safely, and on time has become an important factor in a concern's success.

The first users of motor trucks have blazed the way. They have spent many thousands of dollars, and have used the time of many experts to investigate the possibilities of the motor truck. The verdict has been general in favor of the truck.

The way to determine whether in a particular case the truck can be used to advantage, how many are needed, and of what capacity is to put an expert to work on the proposition. The basis of comparison is on the cost of horses.

Italian Agriculturist.

It is not often that we observe the native of Sunny Italy in the character of a simon pure farmer, we are more prone to think of him in a constructive sense; it is, therefore, of interest to note that Mr. Luigi Tonini, who has been conducting an extensive farm of

1,000 acres in the vicinity of Treviso, in the province of Venetia, and now in this country, is enthusiastic over farming conditions here and that he is about to complete arrangements whereby he will acquire a farm of generous proportions.

This may result in the eventual formation of an Italian farming colony in the West, as Mr. Tonini contemplates the moving of his entire staff here, and these will, naturally, attract their friends and relatives.

Mr. Tonini states that in his opinion the future in profits for the market gardener in Manitoba by far exceeds those in the country to which he has so far confined his efforts, and in this he is confirmed by the bulletin recently issued by the Agricultural Department, in which it is shown that the combined earnings of the market gardener and the dairyman in this Province for the current year amounted to the handsome sum of \$1,786,073.

As these two branches of farming are not entered into to any great extent in Manitoba it is to be hoped that this splendid showing will but presage a profitable eventuality in these lines and the coming of perhaps our first Italian settler of wealth be a precedent for many his ilk to follow.

Mistakes Turned to Profit.

Are mistakes ever profitable? To this question we answer, yes. They are also expensive sometimes; but as no one expects to

conduct a business without occasionally making a mistake—be they ever so careful—they may charge up these mistakes to the experience account, and for the time being at least, place that account among those showing assets.

Here is one way in which a mistake may be made pay a dividend. Suppose you sell an article that proves unsatisfactory; your customer brings it back, perhaps he has accused you of wilful intent to cheat. You explain matters to him, make such adjustment of it as is entirely satisfactory to him; he goes away, having learned one thing about you he did not know, and which he might never have learned under any other circumstances, which is, that you are honest and if given an opportunity will satisfactorily correct any mistake. Of this he will take occasion to speak whenever your name is mentioned in connection with any such transaction, and this being an actual demonstration impresses his hearers favorably and adds to your good will. The making and correcting of mistakes under such conditions we consider profitable.

The Mail Order Evil and its Remedy.

John Irving Romer, editor of "Printer's Ink," in a recent article deals in a sane and rational manner with this all important question to the implement dealer; we give it to the reader, therefore, verbatim:

"Every business man knows that there is such a thing as the 'mail-order' evil, as he terms it. In the past few years he has come to complain very bitterly against it. But in how many towns has the logical remedy been applied?

Here is one remedy that has been suggested to me: Let the business men who have felt the pricks of outside competition sink their unimportant differences and get together.

They might well form an association and fight to keep money at home with the modern weapons of co-operation and advertising.

How can this be worked?

Let the members of the association contribute to a fund for promotion of consumption of goods sold at home. They must make up their minds that they must hit the line hard. The mail-order house goes out after orders in the most resourceful manner possible. Home merchants must oppose with a like resourcefulness and advertise good hard reasons why it is to the best interests of buyers to patronize home trade."

"The advertising manager of such a movement should be at liberty to purchase whole pages, if necessary, and then to fill those pages with the kind of argument that would 'get to' the man on the street. The copy should be hard with uncompromising fact—the part the local business men are playing in the upbuilding of the community, the greater convenience they afford purchasers, the merchant's right to the trade after he has extended courtesies of credit and has stood uncompromisingly behind every purchase.

In such a series of hard, striking ads the association could powerfully justify the existence of the local merchant. The appeal could effectively awaken local pride and stir to new life the spirit of local loyalty.

Then let this association advertising be followed by a big demonstration of enterprise by the business men individually. Let their advertisements prove the reasonable prices of home-sold goods. To keep interest keyed up, a series of sales weeks could be inaugurated. Slow-moving stock or store-worn goods could be brought forward, advertised for what they are and priced at the lowest possible figure in order to make a quick liquidation of capital."

Now, while we understand that the above article in its entirety cannot be applied to the dealer in implements, yet it contains some splendid suggestions applicable to any retail business. The main kernel in the nut is—Co-operation and Advertising; and merchants who act upon this thought will not have much time to sit around and complain of the mail-order house.

Growth of the West.

J. Bruce Walker, Commissioner of Immigration, Winnipeg, reports that statistics compiled to date show that for the first eight months of 1911 immigration into Western Canada totals 270,757. Many of these new settlers are prosperous farmers from the United States, who have sold their valuable farms there and have bought cheaper land in Western Canada. A large proportion of them have secured farms in the agricultural province of Saskatchewan, where they will make their homes in future.

Manitoba, too, has made big gains in city and country population. In fact, Winnipeg has grown so rapidly that it is not possible for the dairymen, poultrymen and market gardeners to keep the supply up to the demands that are made upon them.

In spite of an excellent season for pasture and hay, the dairymen about Winnipeg are away behind their trade demands and there is to be a movement made to induce more dairymen to take up this industry in a field which offers convincing proof of being underworked. It is an ascertained fact that dairymen who started in business no more than five years ago, with but a few hundred dollars, are to-day well-to-do and in possession of thousands of dollars' worth of property and big and growing trade.

U.S. Exports.

The twenty heaviest buyers of American goods in 1910-11 can be seen by a glance at the following table:—

Exported to	Value
England	\$536,591,730
Germany	287,495,814
Canada	269,806,013
France	135,271,648
Netherlands	96,103,376
Mexico	61,281,715
Cuba	60,709,062
Italy	60,580,766
Belgium	45,016,622
Argentina	43,918,511
Australasia	37,524,586
Japan	36,721,409
Scotland	27,373,595
Brazil	27,240,346
Spain	25,064,916
Russia	23,524,267
Panama	20,867,919
China	20,223,077
Austria	19,514,787
Denmark	13,196,950

From the above it will be seen that Canada ranks third as a buyer of U.S. products. In years to come it is reasonable to suppose that the former will head the list as a customer of the great republic by reason of her proximity alone. This should be a good argument in favor of stronger ties of friendship with our southern neighbors, and we look for the time when they will be bound to us, and to the nations of the world, in the bonds of universal peace.

That Pat on the Back.

Mr. Employer, did you ever stop to think how little and yet how big it is to pat your employee on the back?

I am an employee of a large wholesale and retail hardware house in the West. My employer treats me royally. He gives me many privileges; does not interfere with my work; has any number of good qualities, but is not in the habit of patting his workers on the back.

Doubtless you've read of the kicker in all departments. He is inevitable. I have nothing to kick about, but this one thing—the

title of this article. I believe if my employer was to go around and converse with his employees as to whether their work was good, bad or indifferent, he'd see a wonderful change, and would get more work out of them. Instead of having to put on an extra man, a little patting on the back would make his men do almost double. He would profit by it in making the employee a better man and by increasing the profits by lessening the expense.

When my work is right there is nothing said. If it is not right I always hear a "holler." For a number of years I have not had over half a dozen words with my employer as to whether my work was going good or bad. Do you think it is fair? I don't, and neither do the other conscientious workers. I verily believe that if my "boss" were to come and look over my work once a month I would get my brain to working, and figure out many little systems for the betterment of the house.

Not that I don't do that already, but I am inclined to think my brain would become doubly prolific.

What do you think?

To-day, our old janitor, who has been with the firm since about the time it started, was polishing the long brass railing which leads up the stairs to the general office. He is an old German, and is not accustomed to praise on his work. I spoke to him, and said, "Good work, old boy." He merely grunted an "Un huh," and I'm safe to say he almost lost his footing on being complimented and appreciated.

Appreciated! That's the word. How one does love to be appreciated! If it's only a single acknowledgment of your presence you like it, and it makes you feel good.

So it is with the pat on the back. We employees like it, and it makes us keep young, although it is a small thing. It does not cost a cent. May we not have some of it?—Farquhar Bulletin.

He Quickly Learned.

A woman preached one morning a temperance sermon to her husband, who was suffering from the effects of the night before.

"The great trouble with you, George," the woman said, "is that you cannot say 'no.' Learn to say 'no,' George, and you will have fewer headaches. Can you let me have a little money this morning?"

"No," said George, with apparent ease.

Personal.

J. H. Flynn has opened up at Wakaw.

J. M. Busselle, Humbolt, has sold out to J. Vossen.

J. W. Kennedy, Shoal Lake, has sold out to J. H. McLean.

W. A. Long is a comer in the implement game at Buchanan.

W. A. Long now has an implement warehouse at Preeceville.

F. J. Davis, Waskada, has disposed of his business to Jas. Smart.

Larrett and Lyons are commencing an implement business at Innisfail.

F. B. Fraser steps in and A. Bossy steps out of the trade at Girvin.

P. L. Desaulniers has commenced an implement business at Meacham.

Wm. Kinley succeeds Alexander Bailey in the implement trade at Cartwright.

John Schank has also commenced business in implements at Shoal Lake.

J. H. McLean has taken over the business of J. W. Kennedy, Shoal Lake.

J. A. Mitchell is adding an implement line to his livery business at Mowbray.

It is reported that Fawcett Bros., Stoughton, have sold out to Henry Ogden.

McDonald and McLeod have commenced in the implement trade at Stornaway.

Fletcher and Lutz, Lemberg, have dissolved partnership. Mr. Lutz continues.

F. G. Street is commencing a business at Young, and will sell farm machinery.

Pitt and Medd now occupy the premises formerly conducted by R. Pitt, Pierson.

H. B. Garnett succeeds Anderson Bros. in the farm machine business at Russell.

The Ferguson, Thompson Implement Co. is the name of a new concern at Delisle.

It is reported that Kendal and Kendal, of Goodeve, have dissolved partnership.

Lake and Ross is the name of another new business at Viceroy, selling implements.

S. McLeod, of the firm of McLeod and Hanley, Brandon, was a Bonspiel visitor.

Rumor has it that Cahill Bros. are shortly to start an implement business at Aberdeen.

Keith and McMahon, of Castor, have sold out their business to McMahon and Tilleson.

It is stated that Wm. A. Cotting-

ham, Daysland, has been bought out by H. E. McDaniel.

R. Govanlock has bought the stock formerly kept for sale by G. A. Dinwoody, Neepawa.

T. F. Graham, Pilot Mound, is a new comer to the trade, having started in business at that point.

It is reported that J. F. Walker, Portage la Prairie, has sold his implement concern to A. Wishart.

J. F. Walker, of Portage la Prairie, has sold out his implement business to Archie Wishart.

It is rumored that Gilchrist and Gilchrist, implement dealers, of Bounty, have dissolved partnership.

Dennis Murphy, of Estevan, has quit the implement business, and will be succeeded by M. L. Clendenan.

Letters of incorporation have been granted Agnews, Ltd., who will sell implements at Prince Albert.

H. A. Hanson has bought out the implement end of the business conducted by Emma M. Berg, Lajord.

Preeceville has acquired an implement business which will be under the management of M. H. Mattison.

Carl Hart is the man who will from now on sell implements at Brownlee, in place of J. E. Sires, who retires.

W. L. Kidd, of the firm of Kidd and Clements, Wapella, was in town during Bonspiel, and favored us with a call.

R. J. Campbell, who has been selling farm machinery at Wolseley for some time, is succeeded by R. J. Cook.

H. D. Wilson, we understand, has secured the business formerly under the management of H. A. Little, Welwyn.

P. G. Hogan, formerly of Kandahar, has moved his business to Leslie; we trust the change will be of benefit of him.

A. Cadoreth has bought out the interests of J. E. Brewer, who has for some time been selling machinery at Somerset.

J. F. Woods and Co. have disposed of their implement business at Arcola to Ellis and Schendel, who will continue it.

Sidney Whiting has bought out the concern of C. M. Tripard, Leask, and will in future sell implements in that town.

Graham Bros. will corral all the stray implement sales in and around Govan, having bought out Hart and McKinnon.

D. Sherriff, Brandon, was a welcome visitor to this office during Bonspiel, and reports that he is

making preparation for a busy year.

J. B. Tudhope, president of the Tudhope Anderson Co., together with Hugh Tudhope, spent Bonspiel week in the city.

Swetlesknoff and McQueen will sell implements in the old stand formerly conducted by Swetlesknoff Bros. at Buchanan.

Charteris and Belcher, implement dealers at Kelliher, have dissolved partnership. J. Charteris will continue the business.

S. H. Pollock has bought out P. L. O'Brien at Canora, and will make a strong bid for the implement trade in that locality.

J. S. Wright, Lumsden spent the past two months in the East, during which time we regret to state that he was bereaved of his mother.

J. V. Finley continues the business formerly run under the name of Finley and Matthie, Kindersley, the partnership being dissolved.

R. H. Galloway, of Glenora, has bought the stock and good will of E. G. Ford, and will continue to sell implements at the old stand.

Sorensen and Hasse is another new name in the implement business in the West, they having opened a warehouse at Loughheed.

Lindberg Bros. now reign supreme where once did Munroe and Anderson, at Aylesbury, having bought out that implement business.

Alex Kalmokoff has bought out the interests of his former partner in the implement business at Canora, and will play a lone hand in future.

N. Matechuk will continue the business formerly conducted by Kazahoff and Matechuk, at Veregin, the partnership having been dissolved.

Dykemen Bros., hitherto implement dealers at Benite, have dissolved partnership, and the firm name will henceforth be Dykeman and Johnstone.

Gudmundson and Kristjansen is the name of the firm who now control the destinies of the business once managed by Johanson and Gudmundson, Wynyard.

It is rumored that the Minneapolis Steel and Machinery Co. of Minneapolis are contemplating the erection of a branch factory and warehouse at Winnipeg.

Wm. Umbach has assumed the position of sales manager at the Portage la Prairie branch of the Waterloo Manufacturing Co., of Waterloo, Ont. We wish him every success.

J. J. Bryan, Regina manager for the Tudhope Anderson Co. was in Winnipeg during Bonspiel. Joe is not losing any flesh, and says that

the West is all right, notwithstanding reports of poor collections to contrary.

James McEwan, the popular implement dealer of Togo, was a Bonspiel visitor, and favored us with a few minutes' pleasant conversation. He is looking hale and hearty, and is expecting a record business this year.

Dan Sutherland, of Foxwarren, shoved his genial face in our office door the other day, and stayed a while. His business, he says, is all that a reasonable man could desire, and getting bigger every year. He was in for the convention, as well as the Bonspiel.

George Harold, general agent for the Cockshutt Plow Co., Regina, called on us during Bonspiel, and is optimistic for the coming season's business. He reports that collections have been fair in Saskatchewan, and that the engine gang trade has been a hummer. More power to you, George!

I. J. Haug has returned from a few weeks vacation, during which time he visited Panama and other Southern points of interest. We understand that on arriving at Winnipeg, and finding the weather to be still in the vicinity of zero, he immediately advertised his ice cream suit for sale, and has again taken to his "coon skin."

J. E. Ruby, general manager of the Frost and Wood Co., Smiths Falls, Ont., who together with Mrs. Ruby returned home recently, has been visiting the Western branch houses of the Cockshutt Plow Co., who are selling agents for his company. Mr. Ruby stopped at Regina, Calgary, Edmonton, Saskatoon, and several intervening points.

We regret to advise that D. J. Taylor, the popular Western manager for Goold, Shapley & Muir, has been injured in the Canadian Northern train wreck at Saskatoon. As the time is limited before we go to press, we are unable to ascertain to what extent his injuries are, but we join with his many friends in extending our condolences, and trust that he may have a speedy recovery.

Coates, Edwards, and Gowen, successors to S. T. Elliott at Kelowna, B.C., carry on an extensive implement and vehicle business with branches at Penticton, Summerland, and Peachland. They report that they have had a very successful season, have taken up a good many new agencies, and are confident of a busy 1912 season. The firm is made up of Messrs. F. Coates, late of Calgary, and now proprietor of the Lakeview Hotel, Kelowna; A. Edwards, formerly of the Belgo-Canadian Land Co., and C. R. Gowen, late of Strathcona.

Presentation.

John Herron, who for many years acted as general manager in the West for the Waterloo Mfg. Co. of Waterloo, Ont., was, on leaving Portage la Prairie, made the recipient of an address and a handsome token in the shape of a solid silver tea and coffee set, suitably engraved. The presentation came as a surprise to him, and was attended by several members of the firm from other points, including George Hinchley, of Regina, and Ed. Haid, of Saskatoon, and Tom Walker, of Alexandra. Ed. Haid read the following address, which was signed by every member of the staff:—"John Herron, Esq.—We, the undersigned employees of the Waterloo Mfg. Co., in Western Canada, take this opportunity of expressing our sincere regard for you as a co-worker and chief during the years past, and to convey our regret that you are now to sever your connection with the company, and that we are to lose your wise counsels and cheery words of encouragement in the execution of our daily duties as employees of the firm. The rare good fellowship that has always existed among us as employees can be traced directly to your fine example and kindly tolerance in all varied and trying situations of business life.

As a tangible token of our regard and esteem we ask the acceptance of Mrs. Herron and yourself of the gift of plate which accompanies this address. Our united and sincere wish is that you and yours may long be spared with long life and good health to use these tokens of our regard, and we wish you the fullest measure of success in your new sphere of labor."

An oyster supper and an evening's entertainment ended this pleasant affair. Mr. Herron recently moved to Winnipeg, where he will act as Western manager for the McDonald Thresher Co. of Stratford, Ont.

An Ozarker's Epigrams.

"Honest John" Scanlan, the eccentrically altruistic banker of Newburg, Mo., who mysteriously disappeared several weeks ago, loved to meet with his fellow Newburgers at the Houston House, and entertain them with his quaint flow of philosophy, which has been likened to that of the fictitious David Harum. Besides his business of money lending, he was also engaged in furnishing sand to the 'Frisco railroad system, says "Implement Age," which fact gives an edge to "one of the best things he

ever got off." Some of the epigrams coined by this philosopher of the Ozarks have been compiled as follows:—

Foreclosin' a mortgage because the note aint paid may be good business, but it aint neighborly.

In a good many years of banking I never lost a penny because I gave a borrower a little extra time.

Boys, I've had a heap o' fun in my day, but for real sport give me the sight of my three kids rompin' home from college and yellin' for their dad before the porter gets the vestibule open.

I hope when the Lord says, "Time's up, John," he'll catch me with a smile on my face and still livin' in Newburg.

I set out in my youth to be an honest lawyer, but got starved out, and came to Missouri because I didn't have money enough to go any farther.

If Phelps country was rolled out flat it would be bigger than Texas.

A horseback ride over the ridge in autumn is sermon enough for me.

No man around here ever accused me of not having any sand.

If I could live my life over again I would just make one change—I'd come to Missouri sooner.

A span of slick mules pullin' a 2-ton load up the Old Ridge hill is a sight for sore eyes.

They shovel coal all the time into the pen where they put men who hurt the feelin's of women.

I'd rather go off down the Gasconade and bring home a mess of brass and a sunburnt neck than go to St. Louis to see the Veiled Prophets and bring home a headache.

A lot of folks seem to think this square deal talk is somethin' new. Us Ozark folks may be slow on tooth brushes and salad, but the square deal was here when I came nearly thirty years ago.

They may say a lot of hard things about me when I'm dead, but they'll never say I abused a woman, a child, or a horse.

A man who can't get rid of an ailin' horse has no business dealin' in 'em.

Engineers' Wages in China.

I have been interested in reading the remarks of engineers concerning wages that have appeared from time to time, says Walter H. Adams, Professor of Mechanical Engineering, Imperial Pei-Yang University, Tientsin, China, in Power.

I think a few words regarding the scale of wages that I pay my men here may bring the "yellow peril" near to the men in the power plant.

I have a small plant of 30 kilowatts capacity for lighting the university. This same plant is used for pumping water for our water system of 25,000 gallons daily capacity, and for supplying heat to our main building of 25 rooms.

The engineers and firemen are under my direct supervision. Under me is my chief engineer, who speaks, writes, and reads English rather imperfectly. He receives \$14.70 gold every month. His duties are to supervise all the other men, and to act as my interpreter. He can do electric wiring, pipe fitting, and machinist work with very little supervision. His hours are 8 a.m. to 11.30 p.m.

Next comes the first assistant

engineer, who receives the magnificent wage of \$8.40 per month. His hours are the same, and his duties are similar, except that he does not have the responsibility, and talks no English.

The second assistant engineer receives \$3.80 per month. He is assistant, oiler and wiper, and is a youth whom the chief engineer breaks in as an engineer.

Then there is No. 1 fireman. His hours for firing are from 4.30 p.m. till 11.30 p.m., but he is expected to be on duty from 8 a.m., and clean the apparatus in the boiler room and the boiler which is laid up at that time. He is responsible for the condition of the boiler room. He receives \$5.10 per month. An assistant fireman helps No. 1 fireman, and receives \$4.20 per month. A "coolie" does the general cleaning and looks after the fires which we keep in our filters and pump houses to prevent freezing. He is on duty day and night as long as it is necessary to look after the soft-coal fires. He receives \$3.40 per month.

In the winter an additional fireman is employed, who looks after the boiler from 4 a.m. till 3 p.m., during which time it is used for heating. He receives \$4.20 per month. This totals \$43.80, or less than one man would receive in the United States.

These men do all the new wiring, keep all wires in repair on the circuit, supply 50 arc lamps with new carbons when necessary, do all the pipe work and they will do all the forging and machine work when I get my machine shop ready.

Of course, all this work, or the greater part of it, could be done by two men in the United States, but the amount paid as a total is

less than that ordinarily paid to a good fireman.

The only additional thing provided by the university is unheated quarters. As these are unfurnished, I have often found my men sleeping on their beds in the coal bin, or in winter, on the top of the boilers. The beds consist of two saw horses, with two planks placed on them.

I allow each man one day off every week, but he has to return before evening, so as to be ready for his work. Even this is the exception out here, where everyone works 365 days in the year.

When a man at home gets a "grouch" and thinks the boss is not treating him right, just let him think of the workmen out here, and forget the "grouch."

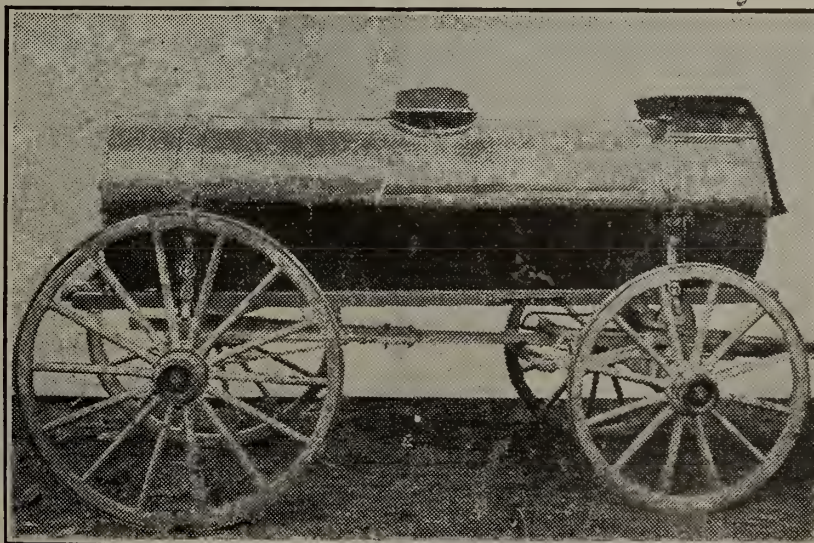
John Watson Co. handle "Heider" Goods.

We have received an interesting catalog descriptive of the goods made by the Heider Manufacturing Company, of Carroll, Iowa, whose line includes a complete assortment of doubletrees and eveners for multiple horse plowing and discing. The publication is a worthy effort of the printer, and illustrates in pleasing colors the various adaptabilities of the commodities so depicted. This concern is represented in the Canadian West by the John Watson Company, Winnipeg.

"Kin I eat some of the snow off your lot, lady?" asked the hobo, hoping to arouse compassion.

"I'm not sure," the woman replied, uncertainly. "We only rent the upper flat."

Western Standard Steel Storage and Wagon Tanks, for Water, Oil and Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

New Wheat Strains.

Prof. Palmer, in a recent issue of "Campbell's Scientific Farming," gives the following interesting information regarding the production of new varieties of wheat:

A new wheat may have large possibilities. It is easily possible that it can yield three to five bushels more per acre than the ordinary kinds. Three bushels would mean an increase of twenty-five million bushels for North Dakota for just one year—for ten years two hundred and fifty million bushels. An increase of eight pounds per acre would result in an increase of one million bushels for that state per year.

This improved quality once secured becomes a heritage for future generations. The most valuable material possession of civilized man is the strains of cultivated plants and domestic animals.

The securing of the new wheat is a long and tedious process. There are two methods—selection and breeding. A combination of the two is usual.

After selecting the strains to be used in the improvement a great many crosses are made. Wheat being self fertilized it is an easy matter to control the crossing. The resulting wheat is carefully kept and planted in small plots the next year. The plant breeder anxiously watches the appearance of the new plants. Careful notes are kept of every imaginable thing in connection with its growth. Among these small plants may be the progenitor of a wheat that will add twenty-five million dollars or more to the North Dakota farmers' income without any additional labor except that required in threshing and marketing the extra bushel. Who is there that handles more vital forces?

Five years the new wheat is tried out on a plot planted to 100 plants. They are then planted on a 1/100 acres increase plot, from that to a 1/20 acre plot and this trial again lasts five years. These that have failed to show improvement are now discarded and the promising ones carried to larger plots for increase. The new wheat is then tried out at five sub-stations. The next trial comes on the twenty-four demonstration farms. From these the new wheat is distributed to the farmers to put additional dollars into their pockets.

Oats, corn, barley, flax, rye have also been improved by breeding and selection and distributed to the farmers. Work is also under way in breeding up millet, buck-

wheat, alfalfa. The annual report of the office of experiment stations contains the following report:

"The North Dakota station has also achieved success in establishing new varieties of field crops and distributing them throughout the state. In corn breeding work the ear-to-now corn yields have been very outstanding, ranging from ninety-six bushels per acre to 37.7 bushels for the different ear rows. Golden Dent No. 950 seed corn has been widely distributed through sales direct from the institution, through the demonstration farms, and the school children's contests. It has proved very popular through the state and has added greatly to the corn area.

No. 316 Blue Stem wheat was put out through the medium of demonstration farms the past year. It is the result of seventeen years' work. The yield of this new wheat during the very dry season of 1910 was twenty-seven and a half bushels per acre on a field plat of over five acres in size. The winter rye developed by the station is proving hardy and a better yielder than the common varieties."

Plant breeding work has larger possibilities than almost any other work. It has given us many articles of food, as well as made them cheaper.

The plant breeding work done at the North Dakota experiment station has been of high character. Professor J. H. Shepperd who has had it in charge received a gold medal at the Paris exposition for the excellence of the work.

Manitoba in the Making.

Manitoba has awakened to the importance of a vigorous campaign for people. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that will be sent out to every corner of the world by the progressive movement starting in at the beginning of 1912. Without taking to account the hundred million acres to be added to the province in the coming year, Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter sections of 160 acres each, and taking an average of four people to the quarter section, it will give a rural population of nearly a million people exclusive of cities, towns and villages, or in other words, room and opportunity for an additional three-quarters of a million farming population.

Home Thoughts from the West. V. L. S., in Chambers' Journal.

When you're sitting on your broncho in the darkness,
And you strive from time to time to keep the trail
(It's an easy job to miss it in the snow-drifts,
And it's ten to one against you if you fail);

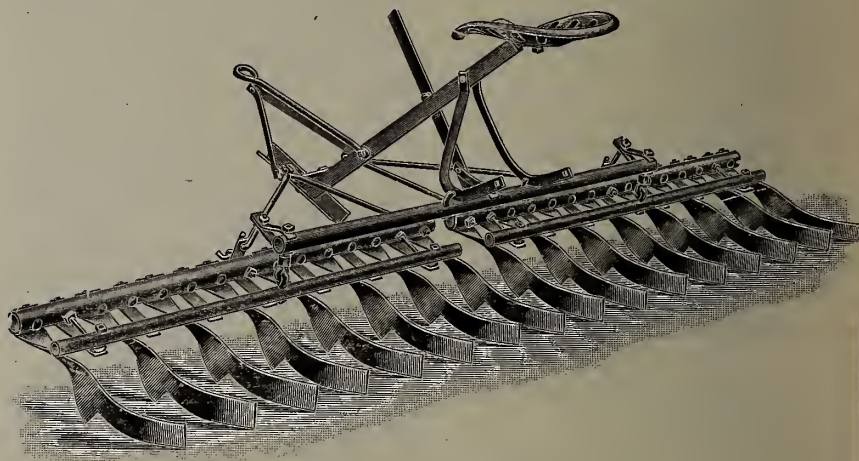
When you hear the coyotes howling in the brushwood—
The moon won't rise till ten o'clock or so—
And the storm-swept prairie stretches all around you,
An empty, barren wilderness of snow;

When you rather think that both your feet are frozen,
When the northern lights are flickering to and fro,
With an icy rime that clings, with a knife-like blast that stings,
And the mercury at forty-five below—

Do your thoughts go homing to your native country,
To the green seas booming on the Cornish shores,
To the Sussex Downs above the English Channel,
To the purple heather on the Yorkshire moors?

Do you see again the shop-lit streets of London,
The crowds — O God! the crowds, and blaze of light?
(Piccadilly's blocked as far as Prince's,
And Covent Garden ball is on to-night!)

Why, then, perhaps, in all that wintry darkness
A half-formed prayer may flash across your brain,
That when years of toil be done, and some fair success be won
You may come to live in England once again.



"ACME" PULVERIZING HARROW, CLOD CRUSHER and LEVELER

Made in Sizes Working 3 feet to 17½ feet wide.

Used with 1 to 4 Horses or with Gang Plow and Tractor.

MR. DEALER—You should sell the "ACME" Pulverizing Harrow because it is the Harrow needed to give RESULTS under the conditions in your territory. It produces the best possible seed bed and is best for GENERAL FARMING, because it cuts and crushes clods and lumps, turns, smooths and levels the ground in one operation. One season's use will more than repay the cost to the farmer on ground prepared with it.

FROM INCREASED YIELD PER ACRE.

The "ACME," used on hard ground or newly broken prairie, compacts the soil turned under by the plow, and leaves no voids or air spaces to waste moisture in the ground.

CONSERVES ALL THE MOISTURE.

On irrigated farms the "ACME" produces the ideal seed bed and the best results, as demonstrated by large numbers of successful farmers working under these conditions; on dry farms equally ideal conditions, and the assurance of a successful crop, no matter what the weather conditions during the growing season.

For prices and local agency write our General Canadian Agents:

General Agents:

John Deere Plow Co., Ltd.,

WINNIPEG.

Calgary, Edmonton, Saskatoon, Regina, Lethbridge.

Manufactured by

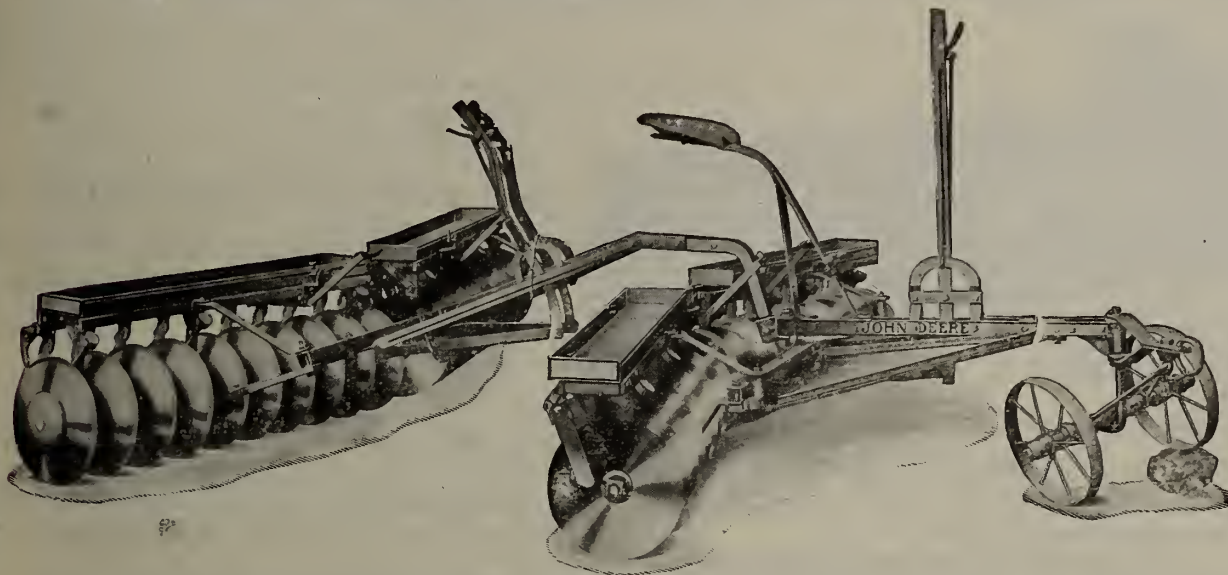
DUANE H. NASH, INCORPORATED,

107 Division Ave., Millington, N. J.

John Deere Double-Action Engine Disc Harrow

The greatest implement made for the preparation of the soil. One trip will do twice the stirring and pulverizing of the old method, while the biggest job can be done perfectly and done to time. No unnecessary packing. Leaves a smooth, level surface.

Cutting Width of Ten Feet.



SPECIFICATION

The front section is out-throw, the rear in-throw, and sections are hinged together so that dragging around corners is avoided. By uncoupling rear section, a complete out-throw disc harrow is left which may be used as such. Levers are reached from seat on front section, and a ribbed steel platform is built into the frame of this section. Large pressed steel weight boxes are provided and hard oil cups are on all disc bearing boxes. Bushings are oil-soaked hard maple, the best and most easily-maintained disc harrow bearing made. Swinging steel scrapers with lock-off and lock-down features are used on both gangs which keep the discs perfectly clean.

Built to stand the severest strain under any condition in which it may be working. For light tractors the harrow is a fair load alone. With a more powerful engine, it can be hitched behind the plow so that plowing and discing may be done in one operation, in which case the plowed land is not again packed by an extra trip of the tractor.

BEFORE YOU START SPRING WORK DON'T FAIL TO GET COMPLETE INFORMATION ABOUT THIS HARROW.

BISSELL Double-Action DISC

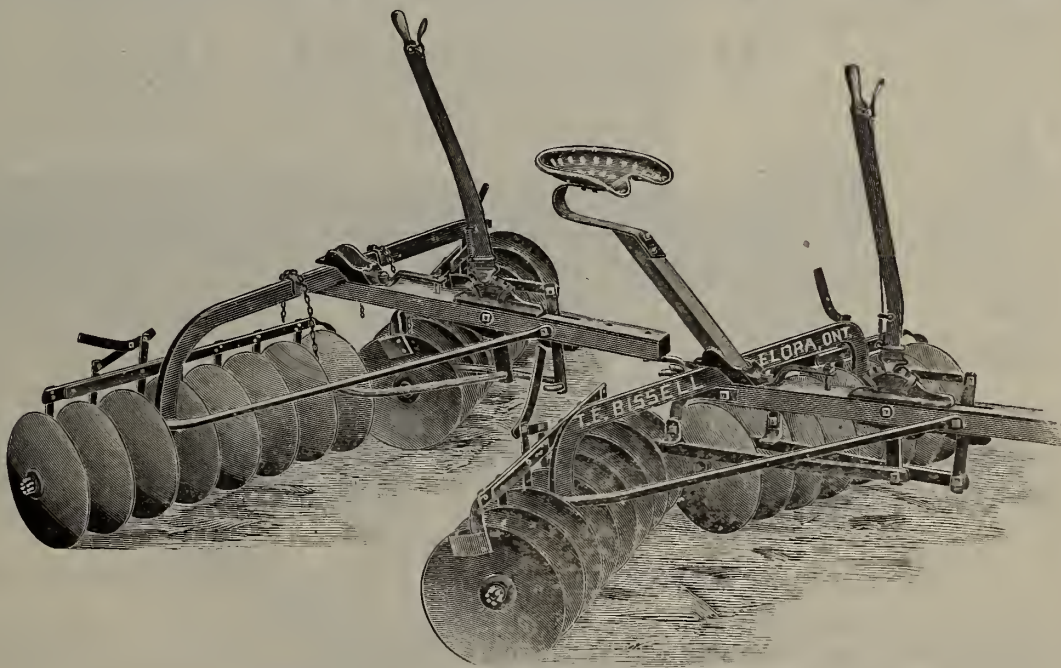
A Strong Practical Disc for Western Use.

The Bissell is a positive double-action harrow; one disc is out-throw, one in-throw.

The position of the seat is central and convenient to the adjustment of both front and rear harrows.

The BISSELL in-throw Harrow in the rear worked at a sharp angle, leaves the soil surface pulverized to a mulch so that it will hold the moisture.

The BISSELL Double-action Disc is the greatest cultivating implement ever made in Canada for use with either horses or traction engines.



SOLE AGENTS:

Built in 16 x 16 Sizes for Tractor or Horse Power.

JOHN DEERE PLOW CO. LTD.

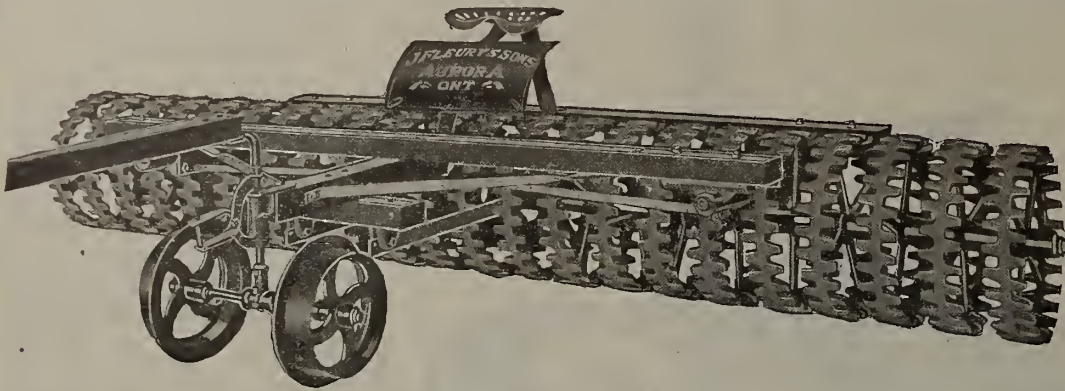
Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Lost ! A Load of Dead Weight

Belonging to one of the best Soil Pulverizers ever built. Whoever finds it can keep it as its day of usefulness with us is done. In the world famous **Fleury Pulverizer and Packer** with its **New Roller Bearing Tongue Truck**, there is not one ounce weight of needless drag on the draft horses. Note these points in this

Complete Departure from anything else made



The **FLEURY PULVERIZER** with **NEW ROLLER BEARING TONGUE TRUCK**, in sizes 16-22-24, sections with or without Tongue Trucks.

We can also supply any of these sizes with Sub-Soil Wheels.

The effect of this revolution at these vital points of a pulverizer must be felt to be fully appreciated. The saving on draft is extraordinary—not to speak of wear and tear on machine. It means more work and better work with half the wear and sweat. It means ease and endurance in place of weight and wear.

1. The jolting from uneven ground which, through the old rigid poles, fell directly on the horses' necks, is entirely borne by the **Free Oscillating Tongue Truck**, which automatically accommodates itself to the slightest deviation of the Pulverizer.

2. **DUST PROOF ROLLER BEARINGS** take the place of the obsolete "friction" equipment of the two main axles and the **Two Draft Iron Bearings**. These are made absolutely dirt-proof by close-fitting washers screened to both ends of bearing case.

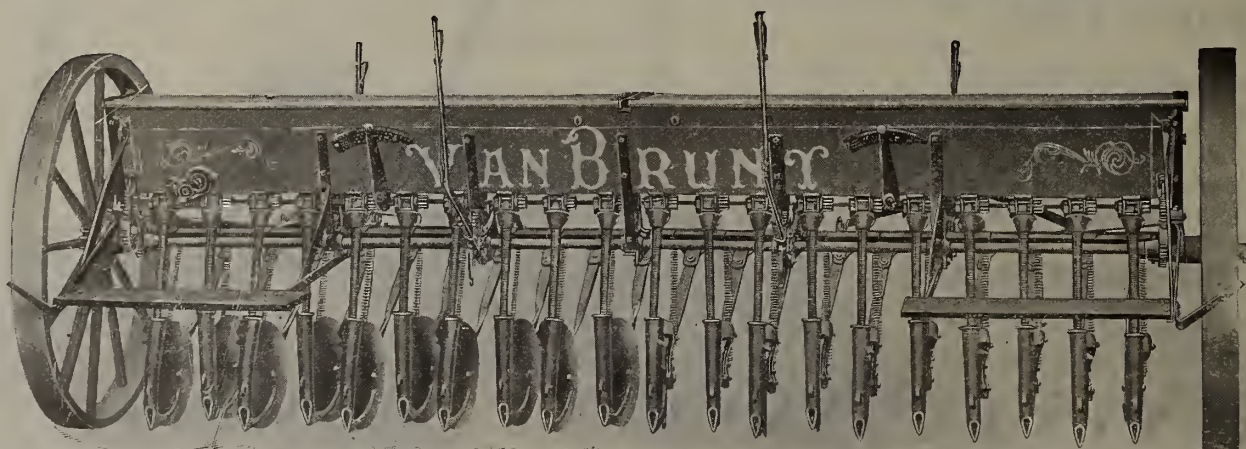
3. The castings in which the roller bearings revolve are accurately **Bored**—not "cored," so that the bearings fit perfectly. In other makes the shafting "takes its chance" in the core of the casting. We use only the finest **Reeled** shafting which is **clean and true** throughout its entire length, as distinguished from the common and irregular cast shafting of competitive machines.

SPRING will be here before you know it, Mr. Dealer. Your 1912 Success will depend largely upon the drill you handle. You can't afford to take any chances. You won't take any if you sell the

VAN BRUNT DISC DRILL

LIGHT
DRAFT
WITH
NEW BOOT
DIS-
CHARGE

★
STICKS AT
NOTHING.



BOOT AND
DIS-
CHARGE
WITHIN
INSTEAD
OF
WITHOUT
CIRCLE OF
DISC.

VAN BRUNT NEW MODEL, 12, 14, 16, 18, 20, 22, 24 Single, Double Disc and Shoe, Interchangeable

This is the original model from which worthless imitations have been made and foisted on the market, but the great prototype is stronger and lighter than these by from 300 to 400 pounds. The effect of the **NEW BOOT DISCHARGE** is to plant the seed at the exact depth for certain germination. Not a single grain is left on top of the soil or so near the surface that wind or shower can expose it.

WRITE FOR LITERATURE, PRICES AND TERMS

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

LIGHT DRAFT NEW DEERE SULKY AND GANG

There are certain fixed principles in business. Success is surest while working in harmony with them. Like the seasons, they should not be ignored.

You would not plant corn in September and expect a profitable crop,—

Why try to ignore the value—the real money worth—of **reputation** in the goods you sell?

You could cut hard wood with a dull axe, but think of the extra work. You could cut more wood with a sharp axe—and work less.

Apply the same theory to selling goods.

Some brands sell more freely than others, those are the profitable ones. Reputation of the goods is important to you. Prestige of **JOHN DEERE** plow a big factor.

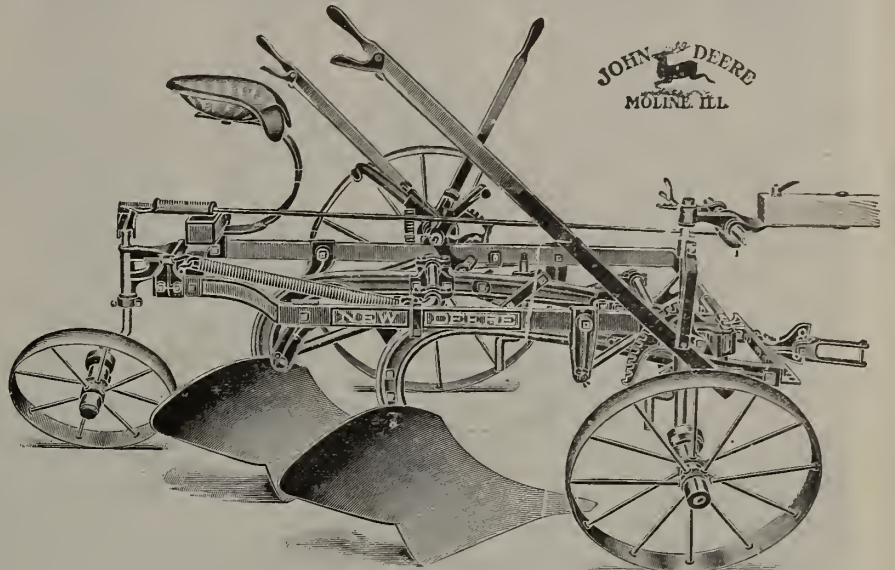
In a business way there is a difference between simply a plow and a plow plus a big reputation—a valuable difference.

What is prestige—plow prestige?

It's the good opinion of enough people, based on actual experience, to make that particular plow the best seller.

Prestige is the result of **known** quality, don't overlook that fact.

Regardless of any opinions held by individuals here and there, the fact remains that **JOHN DEERE** plows in the end give the greatest returns on the investment, and that is the sole and only reason why farmers want them when they could buy other plows for less money.



Remember that name does not sell poor plows, but that good plows have made one name famous.

Beautifully illustrated booklet free to the interested.

HANDY SIZES JOHN DEERE ENGINE GANGS

A CONVENIENT SIZE

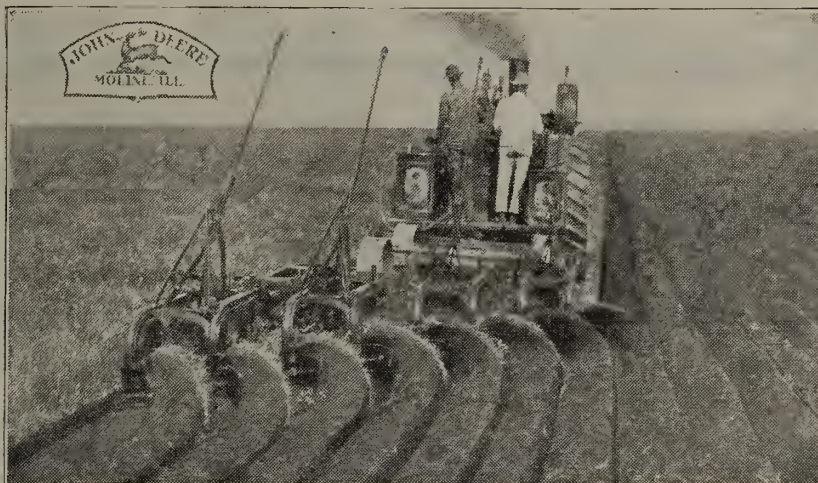
A big ranch is not necessary to get all the benefits of engine plowing.

The four and six-bottom John Deere Engine Gangs are adapted for use with small oil or low power steam tractors, and make engine plowing practical and profitable for those who are farming limited areas.

One of these plows will give the user all the advantages the big rancher has in saving money on his plowing bill.

The outfit here illustrated is doing more than eight men could do with teams and single bottom plows.

MR. DEALER—YOU CAN INCREASE YOUR PROFITS BY GETTING THE AGENCY FOR OUR ENGINE GANGS.



Four, Six, Eight, Ten, Twelve or Fourteen Bottoms.

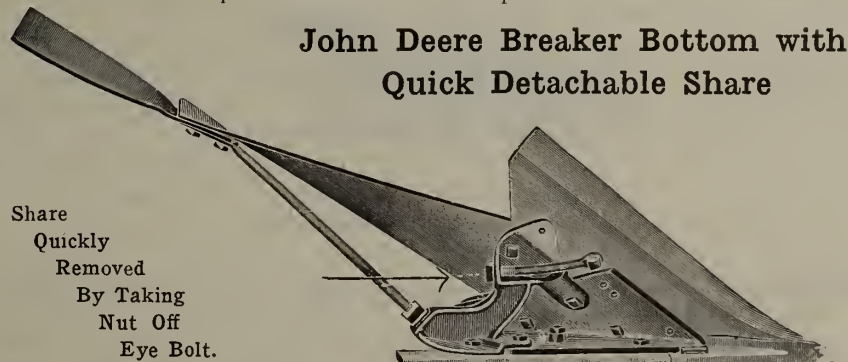
Plows assembled in pairs—One Lever for each pair—Frame mounted on Wheels.

Quick Detachable Shares

A lot of valuable time is lost in changing shares on an ordinary engine plow. Ours are equipped so that they can be changed in one-fifth of the time usually required by other makes.

Each share is removed by taking off one nut, which is easy to get at, instead of the usual four nuts inconveniently located.

Examine The Illustration



John Deere Breaker Bottom with Quick Detachable Share

Share Quickly Removed By Taking Nut Off Eye Bolt.

FOR EVERY JOB.

The plows of the gang take care of themselves except when it is necessary to raise and lower in turning. Flies and hot weather do not worry the engine, which will work 24 hours a day without fatigue.

John Deere Engine Gangs have strong bridgelike steel frames, to which the plows are attached in pairs. Each pair is free to move up or down so that the bottoms rise to pass obstructions, then immediately drop and work. Any kind of plowing can be done, as the beams will carry any style of stubble or breaker bottom.

REMEMBER — JOHN DEERE ENGINE GANGS ARE SOLD COMPLETE, READY TO HITCH TO ANY STYLE OF TRACTOR.

On all John Deere Engine Plows

Another advantage is that the one eye bolt holds the share more securely than when bolted to frog in the old way.

Think of saving 80 per cent. of time ordinarily required to change shares!

What does this figure out at in one season's plowing?

Write for Illustrated Booklet. Tells all about Engine Plowing.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge



SAWYER-MASSEY 1912 TRAVELLING STAFF.

Back Row, reading from Left to Right: W. A. FLEMING, C. R. LAIRD, JOE RITCHIE, A. E. STORY, E. J. McKEE, K. J. URQUHART, W. J. GALBRAITH, J. W. PARTRIDGE, JOSEPH CLARK, D. LAMONT, J. W. MAIB, H. O. GRIBBS, H. R. BIRD, S. T. BALDWIN, T. P. BELL, C. W. JAMES, F. C. MOORE, W. A. RITCHIE, W. V. LINDBERG, W. H. HEDDLE.

Second Row, reading from Left to Right: G. D. CARSWELL, A. D. BEAMAN, HENRY ROSS, W. WHITE, J. H. TURNBULL, W. J. FULLER, JOHN McVICAR, G. A. McTAVISH, E. J. RAMSAY.

Third Row, reading from Left to Right: W. G. FAWCETT, F. J. SWANSON, J. H. HUMPHRIES, S. A. COOK, J. McKENZIE.

Second Annual Dinner of Sawyer-Massey Co.

Promptly at 6.30 p.m. on February 17th, Mr. John Turnbull, manager of the Saskatchewan and Alberta territory, seated the sixty-five odd employees and their guests in the grill room of the Royal Alexandra Hotel, Winnipeg, and after the many good things provided had been partaken of and cigars lighted, Mr. Turnbull rose to say that on the request of the President, Mr. Harmer, no set speeches would be made, but that the evening would be given up entirely to the enjoyment of the staff.

The toast to the King was wittily responded to by Theo. Hunt, city solicitor, who voiced the loyalty of every man present as well as his own. Mr. Hunt told a story aptly illustrating the necessity of the travelling man never leaving the ship while it is above water, and showing that defeat is sometimes changed to victory.

C. R. Laird responded to the toast, "Our president, Mr. Robert Harmer." The speaker had been with the company a number of years, and knew the president to be a success, not only in the management of a large business, but also in making his staff most loyal to him. He knew that every one present was sure that the

success of the Sawyer-Massey Co. during the past two years was a monument to his ability. Mr. Laird was sorry that he was not a sufficiently fluent speaker to voice more fully the many good qualities possessed by the president.

Mr. Turnbull, the chairman, read a letter from President Harmer, in which he stated his regret in his inability to be present, and complimented the staff upon the phenomenal amount of business done during the past year. He reminded them that the collections had been low, and that the outstandings on the company's books were correspondingly large. He requested that each man keep the collection end of the business in mind.

Mr. Turnbull then made the announcement: "It is with regret that I have to inform you that Mr. George Kirkland has severed his connection with this firm after a service of over forty years."

A toast was then drunk to Mr. Kirkland, which was acknowledged by A. L. McLean, who said that no extended remarks from him could impress upon those present the importance to the Sawyer Massey Co. of the work done by Mr. Kirkland. He had known him intimately, and could

truthfully say that he was the soul of honor, and it was a pleasure for him so to testify.

John McVicar also responded to this toast, and said that he had first become acquainted with Mr. Kirkland some twenty-five years ago as a competitor, and as such had found him fair in every particular. For the past fifteen years Mr. Kirkland had been his superior officer, and during all of these years he was to him more of a counsellor and advisor than an employer.

It was then moved by A. L. McLean, and seconded by John McVicar:—

"That it is with the most sincere and heartfelt regret that the members of the Western organization of Sawyer Massey Co. learn that Mr. George Kirkland, who for so many years has been the chief representative of the company in Western Canada, is, owing to ill-health, at the present time unable to continue the active responsibilities of the office which he has so ably filled during his career as an officer of the company.

Most of the staff assembled here have known Mr. Kirkland ever since their first connection with the firm. He has held the confidence, respect, and admiration of the organization for his many estimable qualities, the courteous treatment we have always received

at his hands, and for the honor and respect that he has ever given his associates in business and to his fellow men as a whole. He has been endowed with a generous heart and a genial disposition towards all those who have come in contact with him. We deeply sympathize with him in his condition of health, and in the sad losses that he has sustained during the past year in the deaths of his beloved mother, sister, and brother. We shall always welcome Mr. Kirkland's visits to the West with all the friendship that has existed between us in the past. Therefore it is resolved that a copy of this resolution be engrossed and forwarded to Mr. Kirkland."

In putting this motion Mr. Turnbull said some very nice things of Mr. Kirkland.

He had always found him fair, open hearted and broad minded, and he had held the speaker's highest regard ever since he first became associated with him.—The motion was carried by those present rising and singing "For he's a jolly good fellow."

The 1911 bonuses were then awarded to C. W. James, \$50.00; F. C. Moore, \$25.00; Joe Clark, \$15.00.

Thos. Bell then took the vice-chair, and called upon Thos. McBride, who gave a talk on "Factory growth," and said that when he entered the employment

of the company, eleven years ago, the factory staff did not exceed 150 men. Now it is four times the size, and employs over 600 men, and with the modern machinery installed can do more than double the amount and better work per man than at that time. He believed the company had many more extensions in view, although the plant now actually occupied 30 acres, and he was of the opinion that, notwithstanding the energy and size of the selling staff the factory could supply the goods.

T. Bell, speaking of the future success of the business, believed that the younger men in the employ could greatly benefit by the experience of the older members of the staff. "We have a president second to none in Canada, or anywhere else for that matter; in the West we have a manager in Mr. Turnbull, who now advances to that position, a man who is known to everyone in the trade for his ability, honesty of purpose, and straightforward dealings. In Winnipeg we have Mr. W. F. Fuller as manager of the Manitoba branch, a man who has been with the company 14 years, and who has eminently proven his executive ability. With such men at our head and a loyal field staff we cannot but make the greatest success

that any thresher concern has shown in Canada."

W. F. Fuller was then called, and said: "The evening, marking as it does the second annual meeting, is to my mind an excellent thing, particularly to the new employee, giving him an insight into the work and the opportunity to become enthused with the knowledge of the quality of the biggest and best line of threshing machinery made in Canada. I want the new travellers to become enthused, and get steam up to 70 h.p., so that the Manitoba branch will reach the half million mark before the close of the present year. I have worked side by side with Mr. Turnbull for the past 14 years, and I hope that every member of the staff will give him hearty support."

T. A. Drummond, Western factory representative, said that he was new man to the concern, but that he had known Mr. Harmer socially and in a business way for many years, and that he had every respect and confidence in him. To know a man, as a competitor, for twenty years, and still hold a high respect for him, he believed, was one of the best recommendations one man could give another. He desired to say that he was sure the Western men would have the backing of both Mr. Turnbull and

Mr. Fuller. He was sure that no other concern in Canada had the same loyalty displayed by its staff that the Sawyer-Massey Co. enjoyed, and pointed out that what loyalty and unity of action did for nations applied with equal force to manufacturing concerns.

The addresses were interspersed with songs and music, rendered by very able talent from the staff, which was aptly added to by professional artists, and the gathering broke up at midnight by the singing of "Auld lang syne."

Calgary.

B. B. Baker, Canadian sales manager for M. Rumely Co., spent a few days in Calgary recently.

A. H. Ellis, of the Winnipeg branch of Cockshutt Plow Co., spent a few days in Alberta early this month, visiting Lethbridge, Medicine Hat, Calgary, and Edmonton.

A. W. Trickey, Calgary, manager of Massey Harris Co., made a short trip over the southern portion of his territory, including Eastern British Columbia. While away he took a flying trip across the line to one or two points in Montana.

E. J. Gittins, sales manager for J. T. Case I.M. Co., at Racine, was

a visitor to the Calgary branch recently.

S. H. Roe, manager for Tudhope Anderson Co., Calgary, returned from a three weeks' visit to Eastern points. While away he visited Rockford, Ill., Chicago, and Winnipeg, and also stopped off for a day or two at Swift Current on his way home.

W. E. Hall, manager of Cockshutt Plow Co.'s Alberta branch, was a business visitor to Lethbridge and other Southern Alberta points this month.

T. R. Scott, manager of Goad Shapley and Muir Co., has spent considerable time during the past month inspecting the various agencies of his company both in North and Southern Alberta.

H. W. Hutchinson, managing director, and G. P. Miller, collection manager for the John Deere Plow Co., spent a few days with C. G. Wuthrich, the local manager, recently. The company has just taken possession of their new warehouse, which is a splendid one, in an excellent location, and which gives them the best of show room and storage facilities for their large and increasing business. H. D. Haney, of the Edmonton branch, and P. J. McDougall, of the Lethbridge branch, were also in Calgary during that period.

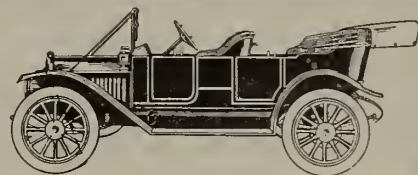


Model No. 28 fully equipped,
\$1610.00 F.O.B. Winnipeg.

Raise a Roof for a Rainy Day

By Selling

McLaughlin-Buick Automobiles



Model No. 29, fully equipped,
\$1713.00 F.O.B. Winnipeg.

Many a Dealer has placed himself in a financially independent position by handling this well known product of the oldest vehicle firm in the Dominion.

Behind every McLAUGHLIN-BUICK sold is the bed-rock guarantee of excellence and dependability that characterizes only the high grade and carefully built automobile.

Strict observance of every term incorporated in the selling contract and liberal treatment of our customers has helped to no small extent to build for us the largest business of its kind in Canada.



Model No. 43, fully equipped,
\$2575.00 F.O.B. Winnipeg.

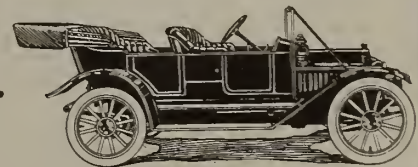
Built for service—all motors develop power far in excess of their rating—every country road a boulevard to the McLAUGHLIN-BUICK. Every car sold sells a dozen more.



Model No. 34, fully equipped
\$1275.00 F.O.B. Winnipeg.

DEALERS! Get in line for our 1912 Selling Proposition.

We have some territory still open and will consider agency propositions from reliable dealers therein. If your locality is not now represented write us at once.



Model No. 35, fully equipped,
\$1440.00 F.O.B. Winnipeg.

McLaughlin Carriage Co. Ltd., Cor. Princess St. & Ross Ave., Winnipeg

Branches at Regina, Saskatoon and Calgary

W. S. Cooper, who was manager for the American Abell Co. until the amalgamation of that company with the M. Rumely Co., has accepted the position as manager for the Minneapolis Threshing Machine Co., with head-quarters in Calgary.

The regular meeting of the Alberta Wholesale Implement and Carriage Dealers' Association was held at Calgary on Saturday evening, March 2nd.

R. L. Hoar, who is in charge of the outside sales work of the Tudhope Anderson Co., at Edmonton, was in Calgary, on his way to Winnipeg, a short time ago; J. E. Tysoe, who is also joining the staff of the above firm at Edmonton, accompanied Mr. Hoar to Winnipeg, and on his return will move his family to the Alberta capital, and will immediately take up his new duties there.

Agricultural Alberta is interested in the recent announcement that a most valuable prize is offered for the best bushel of wheat exhibited at the International Exposition of Dry Farmed Products, to be held at Lethbridge from October 21st to 26th. This consists of a 15 h.p. oil pull tractor, valued at \$2,600, donated by the M. Rumely Co., of La Parte, Ind., and is, we believe, the most valuable trophy ever offered in Canada for the purpose of advancing the quality of field grains. No doubt strong efforts will be made by local farmers to secure the honor of possessing the bushel of wheat of the standard necessary to win.

A Smart Weasel.

A sawmill in one of our western towns was so full of rats that the men who worked there were seriously disturbed by them.

They tried various means to rid themselves of their tormentors, but nothing availed, until suddenly a long, slim weasel appeared on the scene, and began to make havoc among the army of rats.

At last they seemed to be all gone excepting one big fellow, says Thresherman's Review, which was almost as large as the weasel himself, and apparently quite his match in cunning.

The two met in open combat several times. The men watched them closely, and wondered if Mr. Rat were really clever and strong enough to hold his own against his wily enemy.

One day they observed that the weasel was busily digging in a pile of lumber. He worked for a long time but finally reappeared, and began looking for his usual prey.

After smelling and feeling here, there, and everywhere, he at last came upon the rat. They engaged in a lively battle, which the men watched with interest.

After a while the weasel, as generally happened, seemed to be worsted, and started for the lumber pile, where he had been so long at work. Close behind him followed the victorious rat, evidently bent on making a complete finish of his adversary.

Both of them disappeared in the lumber pile. Then suddenly the weasel came running from the back of the pile, and, with an air as though desperate business were on hand, dashed again into the hole.

Then there was a long period of quiet. Finally the weasel came running out in a leisurely and contented manner, seeming to be in excellent condition after the long engagement.

The men were curious to know what had been going on. They accordingly at considerable expense of time and patience investigated the hole, and discovered the following extraordinary facts, which are vouched for by the Minneapolis Journal.

The weasel had dug a sort of tunnel well under the lumber pile. This tunnel was large enough at its mouth to easily admit the rat. Then the astute weasel had made it gradually smaller and smaller, until as it approached the further aperture it was so small that the thin body of the weasel himself could hardly have squeezed through it.

Having decoyed the rat into this trap, he ran through and out ahead of him. Then he hurried around to the large end of the tunnel, attacked the rat in the rear, and soon finished it.

It really looks as though something considerably deeper and keener than instinct were at work here. That weasel would possibly have made a very clever member of society if he could only have been trained and educated.

The Tesla Motor

Nikola Tesla, the famous electrician and engineer, is completing tests of a new motor, which may work a revolution in the industries of the world if all that is claimed for it proves correct. It is said that ten horse power per pound of weight has already been developed with a small experimental engine, and if this ratio holds good for larger units, with the same economy in fuel, it would seem that a remarkable step forward has been made.

The mechanical construction of the motor is extremely simple, but the reason for its efficiency is not

so apparent at a first inspection. Its operation depends upon two well known properties of fluids: adhesion—the tendency, for example, of a certain amount of water to cling to a smooth metal surface, even when the bulk of the water has been shaken off; and viscosity, the resistance of fluids to molecular separation—the tendency of one drop, in a mass of fluid, to drag adjoining drops with it if set in motion.

In its simplest form the engine consists of half a dozen thin steel discs 10in. in diameter which are spaced about 1/8in. apart, and are keyed to the shaft of a small electric motor. The centre of the discs is cut away in a three-inch circle. With the electric motor set in motion, and the discs rapidly revolving a strong suction is caused in the direction of the axis, and air is forced out from the spaces between the discs, indicating that the air is being sucked into the central openings of the discs, and forced out at the circumference. Now if the whole mechanism is enclosed in a circular air-tight case with an inlet at the axis, and an outlet at the periphery we have an air pump or blower.

If water instead of air is admitted at the inlet the adhesion of the metal drags it in a widening spiral toward the circumference of the discs, finally throwing it off to escape at the outlet. This forms the Tesla pump.

If we consider the process reversed and that the discs are to produce power, steam under pressure or explosive gases are admitted in a similar manner, the discs are caused to revolve at a high rate of speed, the shaft is turned, and power generated.

The inventor says:

"In most engines a very small proportion of the total amount of material is actively employed in the production of power. For example in reciprocating engines of the older type, the power-giving portion—cylinder, piston, etc.—was no more than a fraction of 1 per cent. of the total weight of material used in construction. The present form of turbine, with an efficiency of about 62 per cent. was a great advance, but even in this form of machine scarcely more than 1 per cent. or 2 per cent. is used in actually generating power at a given moment. The new turbine offers a striking contrast, using as it does practically the entire material of the motor (the whole surfaces of the discs) as an active source of power, and with an efficiency of 80 per cent. or even 90 per cent. Owing to this, it is possible to get an enormous amount of power from a small space. Assuming sufficient boiler capacity on a vessel such as the Mauretania, it would be perfectly easy to develop instead of some 70,000-h.p., 4,000,000-h.p. in the same space—and this is a conservative statement."

Trade of the Port of London.

To every foreign and colonial importer the business transacted at the Port of London must always appeal with special force. Mr. J. G. Broodbank, chairman of the Dock and Warehouse Committee of the Port of London Authority, has been giving some interesting particulars at a meeting of the Society of Arts. He said there were about 500,000 people directly dependent on the Port of London at the present time, so that the Authority was of the greatest importance to all Londoners. London was the greatest port in the whole world. Tracing the history of the docks, which at first could only take in small merchant ships, but could now accommodate leviathans like the Lusitania, he said, by the end of the eighteenth century trade had become very vigorous, and during that period the dockers wore high hats. There were no such things as strikes in those days; people took holidays when they pleased; but, on the other hand, 500 people were drowned in the river every year, and the most awful crimes took place.

The Victoria Dock had the largest sheet of dock water in the world, and provided warehouse accommodation for about 800,000 carcasses of frozen sheep alone. Tilbury Docks, although built 30 years ago, could take in every class of ship except four, and 1,000 ships passed along the river at Tilbury every day. Dealing with the multifarious types of trade dealt with at the docks, Mr. Broodbank pointed out that London was the greatest tea market in the world, 120,000 tons arriving each year. It was the great market for ostrich feathers, there being 5,000 lots shown at every fortnightly sale, the value of the feathers on view at once equalling at times £100,000. There were in one warehouse in London 100,000,000 cigars stored; and London Dock was the greatest entrepot for the storing of goods in the world, the most important article stored there being wool, the product of 40,000,000 of sheep's backs going through the dock every year. London was also the greatest market for ivory, and received every year the product of about 20,000 elephants, though these often came from dead animals and not those killed in sport. At one dock were stored 2,500,000 gallons of rum.—British Trade Review.

Canada's coast line is equal to half the circumference of the earth.

Alberta has 500 miles of irrigation canals and over 5,000,000 acres of cattle range.

British Columbia has 8,000,000 acres of land open to pre-emption.

Every Farmer is an
Oil Pull Prospect

Rumely Co-operation

Builds Business

Rumely service is real. Rumely co-operation combines the selling power of the Home Sales Office with the Rumely Dealer and Rumely Advertising.

Rumely Advertising on the **Oil Pull** tractor alone, reaches over six million farm paper subscribers in the United States—in Canada—everywhere. It paves the way for easy sales and many of them.

Rumely Service provides strong, snappy, ready-to-use advertisements for the Dealer's use in home papers, without charge. It follows up closely every inquiry with literature and letters, hurries a salesman to you to help close deals.

Rumely Service makes delivery certain. The M. Rumely Company shops turned out 66 **Oil Pull** Tractors last week. The Traffic Department traces cars to your very siding.

The Rumely Repair and Expert Service radiates from each of many widely distributed branches—to serve your customer better, and bring him back to you again. Discriminating credits and prompt collection insure your profits too.

If you are not with us—if your contract has not been sent in yet—make your request now for a blockman's visit. If you are a Rumely Dealer you will receive the "Bull's Eye" folder pictured in the upper left hand corner of this ad. Wait and watch for it. If it doesn't come write us sure. We want every Rumely Dealer to have the opportunity to tie up to the big benefit-bringing advertising campaign



Registered U. S. Patent Office.

Engines, Steam Engines for Plowing, Threshing and Hauling, Grain Graders and Engine Gang Plows.

Rumely Power-Farming Machinery — known 'round the world—has served Farmers and Threshermen for Generations. Make yourself a part of the Rumely Organization now. Write us to-day and let us give you our proposition in detail. Address

RUMELY PRODUCTS CO., 1431 Main St., La Porte, Ind.

A DOLLAR SAVED ON EVERY ACRE PLOWED

Electrotypes of one or all of these ads finished you without charge. You should have the entire set Post Card in the right hand or the ads you want. Make your share of it. The it easy to order and TODAY.

M. RUMELY Indiana

IN SIZES TO MEET YOUR NEEDS

Oil Pull Ads to Help You Hit the Bull's Eye of Big Sales

Mr. Live Dealer Everywhere U.S.A.

Save Money

Post Card

M. RUMELY COMPANY

LA PORTE, INDIANA

In Farm Papers whose Total Circulation is nearly Six Millions, we have inaugurated what we believe to be the Greatest Tractor Advertising Campaign of All Time. Over \$100,000.00 will be spent to make the **Oil Pull** Better Known to American Farmers. Tie up to this Big Benefit-Bringing Campaign by Sending today for one or all of the **Oil Pull** Advertisements shown in this Folder. They are furnished you Without Charge.

No. One

No. Seven

No. Five

No. Six

No. Eight

No. Nine

No. Ten

No. Eleven

No. Twelve

No. Thirteen

No. Fourteen

No. Fifteen

No. Sixteen

No. Seventeen

No. Eighteen

No. Nineteen

No. Twenty

No. Twenty One

No. Twenty Two

No. Twenty Three

No. Twenty Four

No. Twenty Five

No. Twenty Six

No. Twenty Seven

No. Twenty Eight

No. Twenty Nine

No. Thirty

No. Thirty One

No. Thirty Two

No. Thirty Three

No. Thirty Four

No. Thirty Five

No. Thirty Six

No. Thirty Seven

No. Thirty Eight

No. Thirty Nine

No. Forty

No. Forty One

No. Forty Two

No. Forty Three

No. Forty Four

No. Forty Five

No. Forty Six

No. Forty Seven

No. Forty Eight

No. Forty Nine

No. Fifty

No. Fifty One

No. Fifty Two

No. Fifty Three

No. Fifty Four

No. Fifty Five

No. Fifty Six

No. Fifty Seven

No. Fifty Eight

No. Fifty Nine

No. Sixty

No. Sixty One

No. Sixty Two

No. Sixty Three

No. Sixty Four

No. Sixty Five

No. Sixty Six

No. Sixty Seven

No. Sixty Eight

No. Sixty Nine

No. Seventy

No. Seventy One

No. Seventy Two

No. Seventy Three

No. Seventy Four

No. Seventy Five

No. Seventy Six

No. Seventy Seven

No. Seventy Eight

No. Seventy Nine

No. Eighty

No. Eighty One

No. Eighty Two

No. Eighty Three

No. Eighty Four

No. Eighty Five

No. Eighty Six

No. Eighty Seven

No. Eighty Eight

No. Eighty Nine

No. Ninety

No. Ninety One

No. Ninety Two

No. Ninety Three

No. Ninety Four

No. Ninety Five

No. Ninety Six

No. Ninety Seven

No. Ninety Eight

No. Ninety Nine

No. One Hundred

Edmonton.

The Massey Harris Co. has been occupying their new office and show building since about the first of December last. It will be remembered that in December, 1910, the Alberta branch was divided owing to the difficulty of caring for the bulk of rapidly increasing business, two branches being formed; the South Alberta branch with head-quarters at Calgary, and the Northern branch with head offices at Edmonton. The Edmonton branch for the first year occupied offices in the McDougall Court building, but are now in possession of their new office building at the corner of Rice and Howard streets, and it is a creditable one. It is a fine two-storey and basement structure—the basement for repair parts; the ground floor is used as a show room, and the general offices and collection department are upstairs. The building was erected from special plans prepared in Toronto, and it is said the most conveniently arranged of any of their several Western office buildings.

The implement dealers in Edmonton have this winter enjoyed a liberal trade with farmers from the Grand Prairie country; we believe that a very considerable number of machines have been dis-

posed of, and taken to that section, some via Edson and some by the old Athabasca trail, via Athabasca Landing. The trip by the latter route takes a matter of 30 days to travel, which may appear to be somewhat of a hardship, but the settlers are to a large extent men of independent means, and they state that when the railroad reaches them, which they trust is not far in the future, their property will prove to be the most valuable tillable land in the West.

Wm. Douglas, who has represented the Massey Harris Co., as local agent at Sedgewick, severed

his connection with that firm a short time ago to accept a road position with the Ontario Wind Engine and Pump Co. The Massey Harris interests are now being carefully looked after in Sedgewick by McDonald and Hoffman.

A change has recently taken place in the firm of Beals and Hoar, Edmonton, who control the Frost and Wood and Cockshutt lines here. Mr. Hoar has retired, and the business will in future be conducted by Mr. Beals.

George C. Clarke, blockman on the Wesaskewin branch for the I.H.C. has resigned; his successor is R. B. Mowbray, formerly of Lucan, Ont.

J. C. Murray has been appointed as blockman for the I.H.C. on the Grand Trunk Pacific branch, with head-quarters at Edmonton. Mr. Murray, we understand, has but recently joined the army of benedicts, and his many friends are expressing their congratulations.

Herbert Baker, manager of the North Alberta branch of the Massey Harris Co., has during the month of January visited a number of his agencies on the Lacombe line of the C.P.R., going East as far as Coronation. He reports that the citizens of that place are very enthusiastic as to the future progress of their town. They say that in a short time Coronation will be one of the leading towns in Alberta. Some of the agencies of the C.N.R. East of Edmonton were also visited by Mr. Baker.

Tudhope Anderson Co. have recently opened a salesroom in Edmonton. They occupy the ground floor of the new Alexandra Block on Howard street, and are making a bid for a share of the wholesale and retail trade. They carry in addition to buggles and wagons a line of farm implements including Sylvester Binders, Noxon Drills, and Janesville Plows. The show-room is large, and presents a plea-

sant appearance. The business is under the capable management of R. Hoar, formerly of the firm of Beals and Hoar, of Edmonton.

George Robson, formerly of Toronto, with the I.H.C. as special engine salesman, has lately been transferred to Edmonton, and will now make his head-quarters among us.

W. J. McCallum, general agent at Edmonton for the I.H.C., has just returned from his annual business trip to the head offices of the company at Chicago.

We Albertans should congratulate ourselves upon the delightfully mild weather that has been experienced during the month of February. While Eastern Canada has been in the throes of an unusually cold winter we have been enjoying it comparatively mild. This, no doubt, has been of considerable advantage to the large number of farmers, who, owing to the very early hard frost last fall, were unable to complete their threshing. The percentage of grain which remained unthreshed was exceedingly large, in fact large quantities were left in the stook. The value of grain unthreshed is at present difficult to determine, but it is no doubt seriously damaged, and the grade will be correspondingly low.

The implement men have all felt this condition of affairs in connection with their collections, which in some localities have been most discouraging. It would appear that not more than 40 or 50 per cent of the farmers' paper has to date been retired, which will mean that the collection season will run along later into the spring than is usually the case. The selling campaign is generally in full swing by this date, but owing to the perceptible lack of money, collections have occupied the attentions of the implement men to a greater extent than sales. The salesmen, however, are now beginning to move to their territories—"Hope springs eternal in the human breast," and expectations are for an increased trade during the coming season.

Hart-Parr Co.

The Hart-Parr Co., of Charles City, Iowa; Portage la Prairie, Man; and Saskatoon, Sask., have recently gotten out a very handsome catalog of their well known tractor, which is profusely illustrated, and treats with the machine in the minutest detail. To those who are interested in power farming we would strongly advise that they communicate with the nearest agent of the company if they have not already received this interesting publication.



Edmonton Offices and Warehouse of the Massey-Harris Co.

Townsley's Lightning Arrester System



PURE COPPER COIL CENTRE CABLE, No. 1.
Made of 28 No. 17 B. and O. Wires

The tremendous increase in property destruction yearly and the consequent heavy life and monetary losses, have entailed the fullest investigation and research of scientific men along the lines of protection from Nature's most ruthless element,—lightning

The Townsley System of copper cable lightning arresters is conceded by fire commissioners and insurance companies to be an absolute protection.



MADE OF PURE COPPER WIRE, No. II.
Soft Drawn. 3/8 inch. 30 Wires

We Want Dealers in All Unallotted Territory

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main St.

O. W. TOWNSLEY
Manager

Winnipeg, Man.

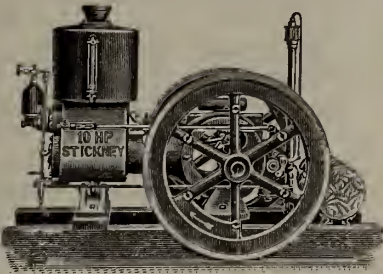
The Engines that are Easiest to Sell

Don't YOU want the Agency for them?

The most successful dealers everywhere are the hustling agents for the famous

Stickney & Chapman GASOLINE ENGINES

They are the easiest engines to sell because they are the easiest engines for the farmer to run. No expert knowledge needed to run the STICKNEY or the CHAPMAN—simplicity itself.



"FLOUR CITY" Gas Tractors—Gold Medal Winners!



Climax Well
Drilling and
Dempster Bor-
ing Machinery
the finest in
their line.

Wide-awake dealers will hurry to get our contracts for 1912 to sell

Canadian Airmotors

Stickney Gasoline Engines Chapman Gasoline Engines, "Flour City" Traction Engines, Town Water Tanks, Towers and Fire Engines, Toronto and Aylmer Pumps in Iron or Wood, Grain Grinders Wood Saws, Tanks, Tank Heaters, Stock Troughs, Basins, Stanchions, Stalls, Aylmer Standard and Pitless Scales.

Full protection on territory and our hearty co-operation. Get our terms.



ONTARIO WIND ENGINE AND PUMP CO., LTD.
WINNIPEG CALGARY TORONTO



A TRACTOR FOR BIG FARMS

No doubt you sell to farmers who cultivate large tracts. There's good profit in handling a Hart-Parr Tractor. It makes friends for your business. It holds customers. Complaints are few and far between. No matter where we send them—to Argentina, to Dakota, to Canada, to the Philippines, they fight their own battles because so well constructed, so severely tested, so thoroughly examined before leaving our hands.

The 45 B. H. P. Tractor

equals pulling power of 22 to 25 horses; the 30 B. H. P. Tractor does the work of 15 to 18 horses.

The farmer can plow, harrow, drill, harvest, thresh, haul wagon trains; grade roads, run any kind of mill. He can earn good money working for neighbors.

Our Liberal Agents Proposition—Write for it. We will send catalog and complete details.

HART-PARR COMPANY

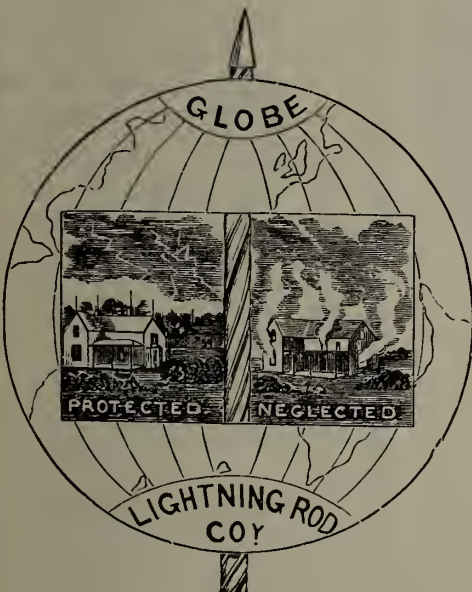
36 Main St, Portage La Prairie, Manitoba
or Saskatoon, Saskatchewan.



Wanted

LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.

The Oldest Established
Business of this kind
in Canada



Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

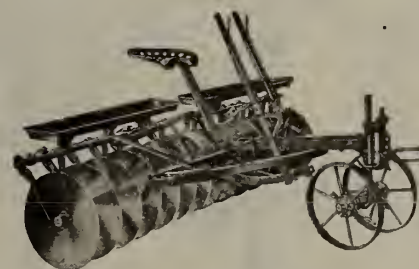
Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited
(Successors)

HAMILTON

ONTARIO

"The Most Valuable Implement on The Farm"



When you sell McCormick disk harrows you can be as emphatic as you please in your selling talk. You can say to a customer: "Every reason for buying a good disk harrow is an argument for the McCormick. It does everything that a good disk harrow can do and does it well,"—and every word of it is true.

If your customers don't know what a valuable implement a McCormick disk harrow is, you can increase your sales by distributing disk harrow literature furnished free by the I H C Service Bureau.

Selling McCormick disk harrows carries with it the right to sell McCormick drills, smoothing harrows, cultivators, and land packers,—a complete line of the best tillage implements. Write the nearest branch house for full information.

WESTERN BRANCH HOUSES

International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

Tractors in Dry Farming.

From Power and the Plow.

"In all dry farm tillage operations there are three great problems: The conservation of soil water, the eradication of weeds, and the securing of proper physical conditions in the soil. Of these, the first is by far the most important. By the means employed to secure an adequate supply of soil water, the other ends are largely accomplished. So vital is this need that an enormous premium is placed upon prompt and rapid action at all times when the stock of moisture is endangered. The traction engine works swiftly. It is tireless. It relieves the farmer from rush and anxiety, and he has turned to it eagerly as the lever by which he can control the moisture situation. This one advantage — capacity, has made him master of his environment. Were there no other consideration in its favor, the tractor would still hold an important place in dry land agriculture. Methods vary with conditions and with people. Each section gains its end independently. Yet into every part of the great semi-arid plains the traction engine has found its way, and proved its usefulness. A review of farm practice in dry farming districts reveals no con-

dition where it is not a most useful servant.

"In Western Canada the winter temperatures are low, and the summer season short. Evaporation is not so rapid as farther south, and crops may be grown successfully with much less rainfall. In breaking the virgin prairie it is customary to allow the grass to obtain a good start, then to break it rapidly, as shallow as possible. By plowing only two or two and one-half inches deep, the crown and the roots of the grass are separated. The long, gently curving moldboards of the breaker plows turn the sod upside down, leaving the surface in smooth, ribbon-like furrows. The best farmers roll the land immediately, so that no large air spaces may be left between the subsoil and the furrow slice, and the sod is then in condition to rot with the greatest dispatch. In from four to six weeks the land is plowed again, this time at a depth of four inches or more. Disking and harrowing follow to prepare the seed bed and form a mulch on the surface, thus conserving the moisture for the following year's crop. The work of breaking and "backsetting," as the second plowing is called, must be done

in the heat of the short northern summer. Work presses, but the severe toil of the horse must cease after eight hours, ten at the outside. He must have food and rest when needed most in the field. In this emergency, the traction engine stands ready to do the work of two or three shifts of horses. Not only does it do the work more cheaply, but, and this is more important, it does it exactly at the right time.

"Scientists tell us that the bacteria of the soil make available some of the locked up nitrogen, converting it into nitrates, which plants can assimilate. Wasteful methods have made summer fallowing necessary on some of the greatest wheat lands the world has even seen. Summer fallowing under humid conditions is a confession of extravagance. In dry land agriculture, it is a periodical necessity. Referring to average prairie conditions, the Minister of Agriculture for Saskatchewan stated, several years ago, that "bare summer fallowing is becoming, and indeed in many parts had already become, the very foundation upon which successful wheat culture is based and profitably carried on. The practice of summer fallowing is usually associated in the popular mind with the restoration of fertility; but not so in the west. Conservation of soil moisture is the primary object of bare fallowing.

"In summer fallowing two systems may be followed—either to plow the land early after the weeds have once germinated, and then to keep it constantly cultivated, or, where the land is clean, to plow it late and give it no further cultivation. The former is, of course, the more desirable method, as the weeds are destroyed as fast as they appear, the surface mulch is maintained and no moisture is lost. However, with the ordinary number of horses kept on such farms, weeds often grow faster than they can be kept down.

Lovers of dumb beasts, who pity the overloaded cart horse of the city streets, may well pity the patient, willing farm horse, in summer-fallowing time, doomed to long weary hours under the dry glare of the western prairie sky, dragging a relentless load through the choking dust and heat. The hotter and drier the season, the more intense the energy which must be applied to retain the precious fluid. Again and again, by day and by night, cultivation must go on under extreme pressure. In the hour of need extra horseflesh cannot be had at any cost, and mere brute flesh and blood has neither the power nor the endurance to meet the tremendous emergency. With the traction engine the land can be gone over

swiftly, and where necessary the acreage can be doubled at night. Weeds then have small chance to rob the soil of the moisture and the soluble plant food made ready for the following crop.

"It is a curious fact that in fallow ground rain may cause a loss of moisture where abundant power is not available for cultivating. A slight rain may penetrate only to a depth of the dust mulch, causing it to run together and establish capillary channels connecting with those in the subsoil. The evaporation during the middle of the summer, when these showers may be expected, may not only be great enough to remove the rain which has just fallen, but a large part of that which has been so carefully hoarded below the surface. It is practically out of the question for the farmer to maintain horses enough for such an emergency, but by crowding his engine to its full capacity, he is able to re-establish the mulch before the mischief is done."

Use of Fertilizers.

Prof. J. H. Sheppard, speaking before the North Dakota Academy of Science on the subject of fertilizers said in part:

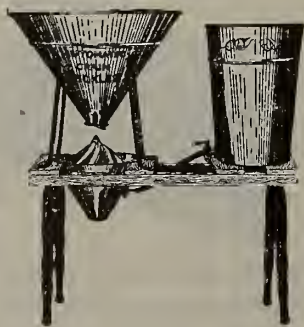
England is credited with producing 50,000,000 bushels of wheat per year. She imports 200,000,000 bushels of wheat and takes pains to import that as wheat instead of flour for the sake of getting the fertility which is contained in the bran and shorts portions of the kernel almost exclusively. She imports one hundred million bushels of corn and nearly a billion pounds of oil cake per year. In addition to this mammoth annual source of fertility, she imports large quantities of phosphorus. These importations of grain result in the production of a vast quantity of stable manure in Britain which is lavishly applied to the fields planted to grain.

Dr. Bernard Dyer, in his American lectures on the results of investigation of the Rothamstead soils, in discussing the Borad-balk wheat plat, that has produced a crop of wheat each year since 1844, after stating that it had been given an annual application of 15.7 tons of farm manure each year during that time, uses the following sentence: "It is to be borne in mind, however, that the quantity of manure used in these continuous wheat growing experiments is on the yearly average far less than would be used in practical agriculture on any of the rotation systems."

This recalls to my mind the statement of our Scottish herds-men at the Agricultural College, who in conversation with me about the method of top dressing pasture and meadow lands in

How about Picklers?

You will need a large supply of these Picklers during the next month to fill the huge demand we have and are creating. In the first place this Pickler is so far ahead of all others that no farmer after seeing it in actual operation will feel inclined to ever purchase any other. It is self-operating, has a capacity of 135 bushels per hour and is guaranteed to pickle thoroughly and evenly any and every kind of grain. It will pickle flax as well as any other grain. This Pickler is no experiment but a success, hundreds being in use. We are advertising it in every farm paper in Western Canada and are receiving a huge number of inquiries daily from all parts of the country and practically every farmer in Western Canada is anxious to see it, and showing it is selling it. Write to-day for our sales plan which will mean money in your pocket.



THE DOMINION SPECIALTY WORKS, Winnipeg, Man.

Scotland, remarked that the Scottish farmer did not put on his manure with a pepper box, and seemed to have the idea that the quantity applied here is very light when we do make application of that product to our lands. In addition to this, England began importing guano as early as 1855 at the rate of two hundred thousand tons annually from South America and the South Sea Islands. The guanos contain from 15 per cent. of nitrogen and 5 per cent. phosphorous to about 1 per cent. nitrogen and 15 per cent. of phosphorus.

Aikman states that bones were first used as fertilizers in England in 1774 and that their use has steadily increased ever since. He also states that their popularity among farmers is unrivalled.

Baron Liebig raised a warning protest against using bones in such large quantity, saying that England was robbing all other countries of their fertility. England is said to have turned up the battle fields of Leipzig, Waterloo and of the Crimea and to have carried away from the catacombs of Sicily the skeletons of many generations. Aikman sums up his uncanny statement in these words: "Annually she recovers from the shores of other countries to her own the manural equivalent of three million and a half men. England also supplied her soil with one hundred thousand tons of slag phosphor-

us per year before the close of the last century, and at the present time is credited with using three hundred thousand tons per annum.

By this process of gathering the world's fertility and heaping it up on the "tight little island" regularly and systematically for centuries, and of shipping nothing out of the country that has fertilizing value, she bears the strongest evidence of what fertility coupled with her heavy rainfall and her humid air—which allows the minimum escape of moisture in the production of a ton of dry material in a crop, will do for the crop yields of a country.

Germany shows the same condition, though a somewhat lighter yield than England, and while she has ranged less widely in gathering fertility, she ships out of her country little besides sugar, which commodity contains

none of the elements of crop fertility.

Denmark sells butter as almost her exclusive export product, a material which at the commercial rates of fertilizers as they are sold on the market carries off 48 cents worth per ton, while wheat bran on the same basis shows a value for its fertilizing ingredients of about \$9.00 per ton.

The Number of Motor Trucks in Use in The United States.

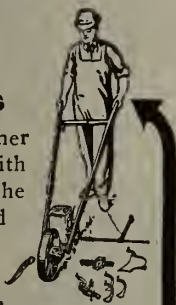
It is noted that the latest estimates place the total number of motor trucks in use in the United States at 20,000, and the aggregate value of these vehicles at \$50,000,000. This represents a development of the motor business entirely separate from that which has reference to motor cars.

for pleasure, and shows the rapid growth of the motor vehicle for business purposes. The increase in the number of these vehicles for heavy hauling and other heavy work signifies an important aid toward relieving the congestion of traffic in cities. Motor trucks can carry larger loads and move them more expeditiously than trucks drawn by horses, and this means less blocking of thoroughfares and a more prompt delivery of goods. This change also signifies a great improvement in conditions of the streets and highways over which this hauling must be done, and necessitates a continuation of improvement work in that direction.

The largest nickel mines in the world are to be found in Canada.

Better tools mean bigger crops

The successful farmer and gardener works with the *best equipment*. The day of old-fashioned tools is past. On the best-tilled farms and gardens the world over, Planet Jr Tools are doing the work. Over two million crop-growers use these tools and find them unequalled.



Planet Jr.

stands everywhere for the latest-improved, most useful, and economical farm and garden tools. Products of 35 years' experience by a practical farmer and manufacturer who has made a science of tool-building. 55 tools; guaranteed.

No. 4 Planet Jr Combined Hill and Drill Seeder, Wheel Hoe, Cultivator, and Plow does the work of almost all garden tools combined. It sows accurately all garden seeds, cultivates, hoes, furrows, and plows. Indestructible steel frame.

No. 8 Planet Jr Horse Hoe and Cultivator does more kinds of work better, quicker, and easier than any other cultivator. Indispensable on the up-to-date farm.

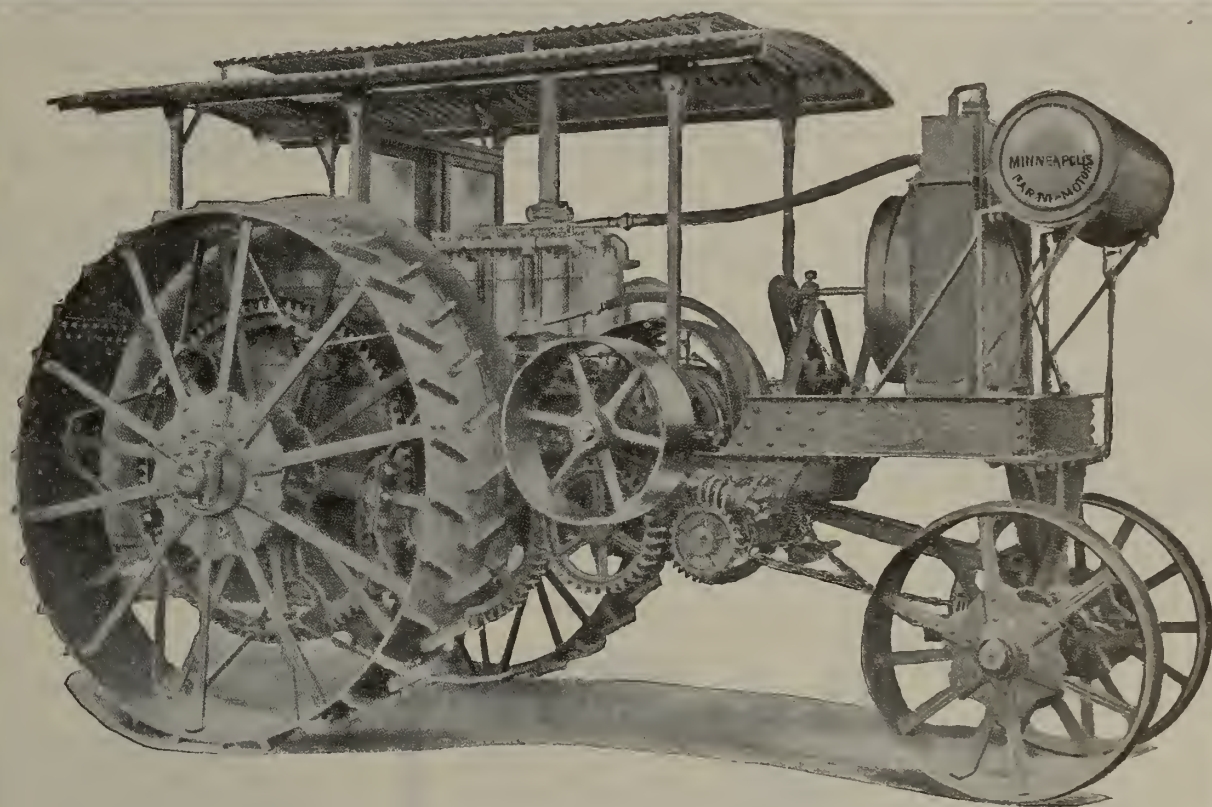
FREE! A 64-page illustrated farm and garden book!

It's yours for the asking! And it's brimful of the most valuable farm and garden information. The latest tools for all cultivation shown. Send postal for it today!

S L Allen & Co
Box 1108Z
Philadelphia Pa



WRITE FOR NAME OF OUR
NEAREST AGENT



Minneapolis 25 h.p. Farm Tractor.

DEALERS.—We have the best money making Farm Tractor proposition ever made to the trade in Canada. The "**MINNEAPOLIS TRACTOR**" is the most reliable four-cylinder Tractor ever built;—a dependable engine for big and heavy work. It will do all we claim—and more.

This Tractor has Steel Gears, and in its general construction high grade steel replaces cast iron wherever possible. A smoother running gasoline Tractor has never been produced

The foregoing qualities make the "**MINNEAPOLIS TRACTOR**" not only the best for the farmer but also the best for the dealer, because it is easy to sell: Smoothness of operation prolongs its life and each year makes you friends and gets you more business.

Let us tell you about our complete line of "**MICHIGAN AUTOMOBILES**,"—they are winners.

We want live Agents

Write for our Catalog

Geo. E. Duis Company,
753 Henry Avenue, Winnipeg. P.O. Box 456
Canadian Agents for the great Minneapolis line.

Agriculture in Jamaica.

Jamaica is a country which, if the climate can be tolerated, offers many inducements to the investor, and it is possible that in time to come it will be more closely investigated as to its claims for industrial development.

The total area of this island is 4,207 square miles, or 2,692,480 acres, of which the greater part is mountainous and unfit for cultivation, an area of approximately 413,440 acres being alluvial and sufficiently level to be worked as farming land; 273,047 now being under crop.

Vast deposits of marl, of which cement is made, have been discovered, and it is likely that Jamaica will eventually prove to be one of the great cement producing countries of the world in time to come; and through the medium of irrigation many fertile acres are yearly being added to the lands under cultivation.

The crop for the year just past was as follows:—Ground provisions, potatoes, etc., 105,156 acres; bananas, 79,283 acres; sugar cane, 31,659; coffee, 24,706; cocoanuts, 16,102; cocoa, 11,451; oranges, 2,282; tobacco, 901; corn, 605; ginger, 295; cassava, 203; vegetables, 150; rice, 97; pineapples, 80; cotton, 60; arrowroot, 17; ground provisions include yams, potatoes, and tare. Other fruit grows profusely, such as lemons, grape fruit, mangoes, alligator pears, papaya, custard apples, star apples, granadilla, naseberry, and soursoy.

The banana crop of Jamaica has proven to be its mainstay in the past; the crop recently taken off

amounting to the value of \$12,497,000, and as several large concern have this year stated their intention of furthering the banana business of the country it is probable that the revenue derived from this product will be greatly increased.

Spraying Machinery.

The Aspinwall Manufacturing Co., of Guelph, Ont., and Jackson, Mich., have sent us a very interesting treatise on the product they manufacture and the different applications in which the various machines may be used. This company is one of the oldest in the manufacture of spraying machinery, and make a complete line of hand and power sprayers, for the use of truck gardeners and fruit growers. They have this year added several new styles that are operated by gasoline engines, and which will handle heavy solutions, such as Bordeaux Mixture, with ease and facility. The Aspinwall Four Row Sprayer is a feature of the output of this firm, and together with their Power Sprayer which is equipped with a 2½ h.p. engine, automatic friction relief, two cylinder vertical pump and tank agitator, commends itself to all farmers and truck gardeners who have found such machines to be imperative necessities.

New Straw-Yarn Process.

By Consul William J. Pike, Austria.

An invention that has caused no little excitement in the textile world consists of a process of treatment whereby it is now possible to secure therefrom a fiber

suitable for spinning. The discoverers themselves assert that their success far exceeds their original expectations. The influence of this new material upon the textile industry will be far-reaching.

While the engine method is not revealed, it appears that the straw is reduced to a jelly-like substance by boiling, causing the separation of the fiber from the outer shell, and the fiber is then treated in hot-air machines. To this product is added another fibrous material, but never more than 20 per cent., so that fully 80 per cent. is straw. The resulting "stuff" has many of the characteristics of the "fore" yarn used in jute spinning.

The principal advantages claimed by the inventors are that the new fiber has all the merits of the yarns now produced; that the cost is only one-half that of similar products; that the weight is 40 per cent less; and that the goods are in every way desirable. Experts who have examined this material are agreed as to the truth of these claims.

A Simple Remedy.

The prosperous farmer waited until a lull in the argument as to the reason for the hard times in Punkinville, and then interjected: "You fellers make me tired; you have blamed your lack of money on the trusts, the railroads, and the presidential election. Those aint the reasons at all; all you grouchers need is a little horse sense to make good money in this country. Why don't you use real tools to do your work? Right there on that fence yonder; do you see what it says? "Planet Jr. Farm and Garden Tools. They save the work of 3 to 6 men." You

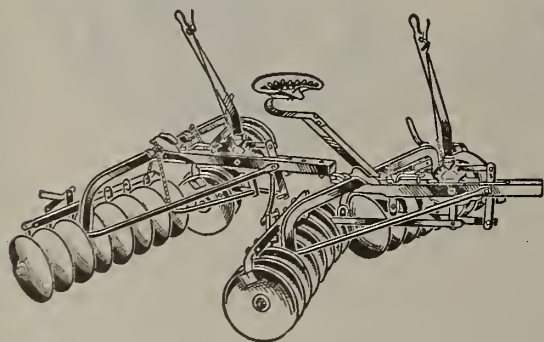
work like dogs all day with old worn out, out of date tools, and then come round here every evening and cuss because you aint making money. Do what that poster says: "Write to-day for 64 page illustrated Planet Jr. 1912 Farm and Garden Handbook, free," and you will be paying the first instalment off your mortgage; you will notice the poster says you can get the handbook by mailing a postcard to S. L. Allen and Co. Box 1108 Z, Philadelphia."

Gas Traction Representatives.

W. P. Baronowski sailed on the La Touraine on February 29th for European points, where he will represent the Gas Traction Co. of Minneapolis. He will visit Paris, Strasburg, Munich, Vienna, Budapest, Breslau, Warsaw, Kiev, and Odessa, and will be in charge of the company's agencies at these places. Theodore Schoening, who returned from the territory in Northern Europe recently; sailed one day previous to Mr. Baronowski, to resume his efforts in the district that he covers. The company reports satisfactory and increasing business in Germany and Russia, and is sanguine of a record year in their export trade.

Extensive Undertakings on Vancouver Island.

The Portland Cement Construction Co. of Canada, subsidiary to the Associated Portland Cement Manufacturers (Ltd.), of London, England, has purchased 100 acres on Saanich Arm, 10 miles north of Victoria, and will establish there a \$1,000,000 cement works with 2,000 barrels daily capacity. The equipment is en route.



Double Action. For a double quick and effective Harrow, buy the Bissell Double Action. Connect a group of 4, 6 or 8 of these Harrows together for use with engine power on a large scale. Our wide 14 foot six horse Disk Harrow is also a boon for the West.

Write to Department P. for free particulars.

The "Bissell"

Double Action Disk

Manufactured Exclusively by

T. E. BISSELL CO., Ltd., = Elora, Ont.

John Deere Plow Co., Ltd., Winnipeg, Man., Sole Agents

WESTERN farmers require a Disk Harrow with the greatest possible capacity for speed and results. Here it is:—

The "Bissell" Double action Disk Harrow gives two cuts, full width, in half the time taken when only one Harrow is used. One disk is **Out-throw**, the other is **In-throw**, which gives it the name

STEEL SOCKET SHAFT ENDS

For Repairing Broken Buggy and Surrey Shafts.
QUICK. INEXPENSIVE. RELIABLE.

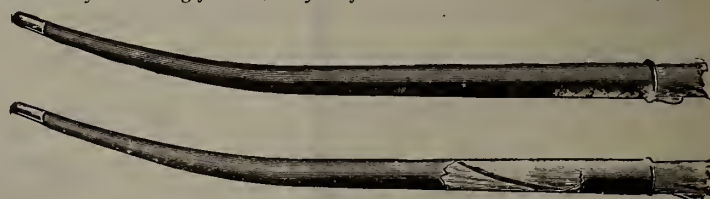
The Splice Joint Steel Socket Shaft End offers the easiest and most satisfactory method for repairing broken buggy and surrey shafts.

They are made of a double re-enforced steel tube, the inner tube being pressed and crimped into the outer. A beveled hickory filler is inserted after the tube has been thoroughly enameled inside and outside.

The black enamel finish resembles patent leather and as the tube is nickel tipped it makes a neat as well as a substantial repair job. The Splice Joint where the woods meet adds great strength, guarantees against breaking where repaired, and prevents the shaft end working loose and rattling.

These shaft ends are made in two sizes: Buggy 29-inches long, Surrey 29-inches long. We can also furnish Pole-Ends of the same general construction in three sizes, size A 14-in., B 14-in., C 2-in.

Our Shaft Ends are the only reliable type and are fully covered by patents. Handled by all leading jobbers. If your jobber does not have them write us.



CUT SHOWING SPLICE JOINT.

Shipments made from our Branch Factory at WINDSOR, ONTARIO.
Address all correspondence to—

STEEL SOCKET SHAFT END CO.,
CLEVELAND, O., U.S.A.

Threshing In a 20 Below Temperature



This picture shows THE BIG FOUR "30" threshing flax at Douglas, N. D., on December 15, 1911, with the thermometer at 20 below zero. THE BIG FOUR "30" is the only tractor which works just as well in winter as in summer. BIG FOUR "30" owners use their engines all the year 'round. In the Fall they fill the radiator with our anti-freezing mixture which cannot freeze even in the coldest weather. THE BIG FOUR "30's" four cylinders make it very easy to crank in below zero weather. In the Spring the anti-freezing mixture is taken out of the radiator and put away for use the following Fall.

Sold On Approval

Write TO-DAY for our Liberal Agency Contract

GAS TRACTION COMPANY

First and Largest Builder in the World of Four-Cylinder Farm Tractors

Market and Princess Street - - Winnipeg, Man.

General Office and Factory, Minneapolis, Minn.

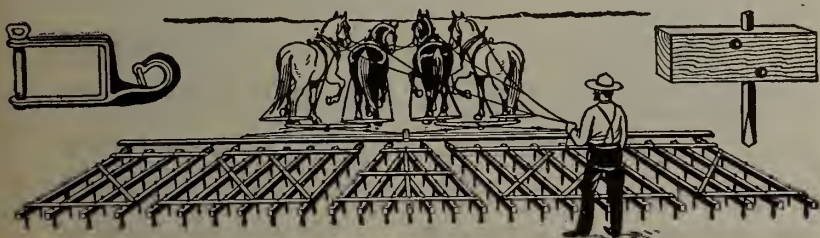


This Trade Mark on a Traction Engine is a guarantee of satisfaction or no pay.



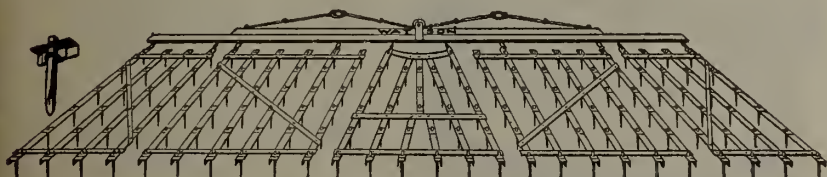
This Trade Mark on a Traction Engine is a guarantee of satisfaction or no pay.

Handle these Harrows for Profit and Prestige



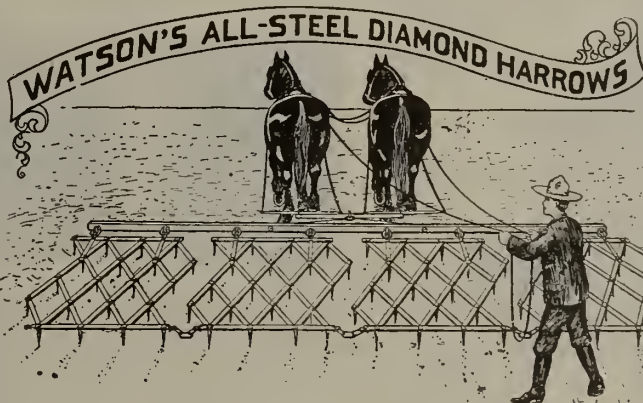
WATSON'S BOSS WOOD HARROW.

Made of Seasoned hardwood. Has two rivets to each tooth; malleable draw elevis. Correctly designed and perfectly finished.



WATSON'S STEEL BOSS HARROW.

Tooth bars all angle steel, cross bars of channel steel. Each tooth separately fixed in place by steel wedge. Teeth are dagger shape, with edges directly in line of draft. Equipped with pulley hitch eveners. Light draft makes it easy on horses. Width, 24 feet.



A thoroughly good harrow at every point. Will make pleased customers for you and bring them back again for goods as satisfactory. A harrow you're safe in selling.

John Watson Mfg. Co.

Cor. Chambers and Henry Streets

WINNIPEG

Origin of Sleighbells.

Peculiar among bells is the sleighbell, says the "Spokesman." It is not in the least like any other kind of bell. Where did it originate?

Such questions are usually difficult to answer, but there is no doubt of the fact that bells of this kind were familiarly known to the natives of Central America and Northern South America for centuries before Columbus landed. They were, indeed, in common use for ornamental and other purposes.

Bells of the sort were usually provided with a metal loop at the top to hang them by, and were slit on the under side so that the tinkling of the pellets of metal they contained might be audible. Great numbers of them are found in graves all over the narrow neck of land that connects North with

South America. They bear obvious signs of having been cast in molds, and as at rule, they are plated with gold.

The aborigines of that part of the world were highly skilled in the casting and hammering of gold and silver, and they had a marked taste for imitating natural forms—especially those of animals. Perhaps the most curious articles in this line, however, are golden reptiles in which the eyes are represented by tiny sleighbells—the slit of the bell standing for the slit between the eyelids.

Many people in this country today wear on their watch charms, small golden images, of the history of which they are entirely ignorant—the fact being that these images have been dug out of prehistoric cemeteries in Central America and Colombia. Some of them are of pure gold, others are alloyed with copper. Mostly they represent mythological creatures, their original significance having been more or less religious.

The aboriginal goldsmiths of Colombia were remarkably expert and appear to have had a method of washing objects with gold which modern experts in their craft are not acquainted with. In

this way they were able to plate with permanence articles of copper and other materials.

Moving Picture School.

The inventive brain of Thomas A. Edison has conceived the idea of conducting school lessons by aid of moving pictures.

He says in "Harper's Weekly":

"Teach the children everything, from mathematics to morality, by little dramas acted out before the camera, and reproduced in the school-room at very low cost. Sort o' swing the education in on them so attractively that they'll want to go to school. You'll have to lick 'em to keep 'em away.

"Take geography. You know how hard it is to remember the dry details of geography from a book. We show a map with a mark pointing to some remote spot, say in Africa. Our men have been there with the camera. The picture-play shows the native village in the forest. It is early morning. The people awake, stroll out, cook breakfast, eat it, go about their work, picking rubber or cocoa, or whatever it may be. Then we show them in their games and dances. Do you suppose the boys and girls will remember that country and its customs and its products? Why, they've actually been there, through the camera.

"We've got men in Australia now, photographing the immense flocks of sheep on the ranges, the work and play of the shepherds, the washing of the sheep, the shearing, the washing of the wool, putting it in bales, freighting it down to the sea, loading it in ships. Then we'll show the ships unloading at the East India docks at London, the wool shipped to

the factory, unloaded, scoured, carded, spun, dyed, woven, the cloth made up in bolts. Then the measuring, cutting, basting, fitting, sewing, finishing of garments, and at last the tailor putting the coat on the man—all in one series from the beginning of the Australian bush. Don't you think that will hold their attention?

"To put this within the reach of every school in the country," Edison remarked, "we've had to work down the moving picture machine to the size that we can sell for about \$50. Then, we've brought down the film, which is ordinarily 1000 feet long, to about 77 feet long. Look at those figures on the film, each 156-1000 of an inch in height! Pretty small, aren't they? You see, the drama runs down one side of the strip, and then finishes by running back again along the opposite side. So we really get 231 feet of picture or 77 feet of film. We'll rent a set of pictures to a school for \$8 a week. That's pretty cheap, isn't it? You couldn't hire much of a teacher for \$8 a week, could you? And then think of the saving—you won't need any truant officer. No, siree! Every little toddler in the district will just want to scoot to school!"

Plowing, In Siam.

United States Vice Consul General C. C. Hansen, at Bangkok, contributes the following to the Daily Consular Reports:

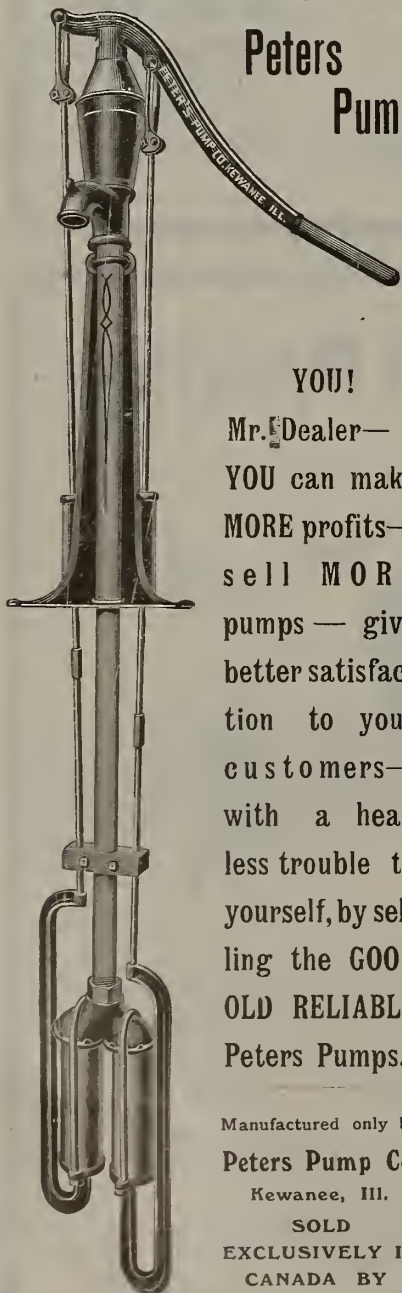
That ancient ceremony the "Plowing Festival" of Siam is usually observed during the first half of the month of May. It opens the plowing season and the beginning of rice planting, the rains having by this time sufficiently moistened the hard soil to admit of "wet plowing," dry plowing as a rule not being practiced in Siam.

The plowing ceremony is performed by the Minister of Agriculture, who acts in the place of the King. The minister, escorted in public procession with native music and the beating of drums, proceeds to the field, where mystic rites are performed and sacred scriptures chanted.

This part of the ceremony being finished, the oxen, decorated with garlands of flowers, are fastened to the plow and the

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S

Handy Low-Down Suspension
Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this specialty a profitable side
line. It appeals
strongly to the farmer
on account of its
comfort. It is an
easy seller and makes
a wagon ride easier
than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

Dowagiac Drills & Seeders
Are the Leaders
REASONS WHY
ASK US NOW
DOWAGIAC MANUFACTURING CO. YOU SHOULD KNOW
DOWAGIAC, MICH.

first furrow of the season is made and the early rice is sown. The following description of the native Siamese plows is true of the plows at present in use in the rice fields of Siam:

The plows are crooked sticks with one handle. The body, soleplate, landside and moldboard are all combined in a natural crotch—the hump at the fork of the tree; the shorter branch is made to answer for a moldboard, and the longer one is left some two feet long and ten inches round and comes to a point to receive the socket of the plowshare, which is a little larger than a man's hand, made of cast iron in a sort of triangular shape. It bulges out into a socket on the underside to receive the nose of the runner, and is never permanently fastened to its place. The wood part of the plow costs about \$1 and the iron share 15c. Mexican (42 cents and 6½ cents American currency, respectively). It cuts a furrow 2 inches deep and 5 or 6 inches wide, and there is so little curve to the moldboard that it does not turn over more than half the clods broken up. The man or woman holds it by the one handle and guides the oxen or buffalo by a rope passed through the animals' noses.

The only other agricultural implement of importance is the

native harrow, which is simply a large rake with wooden teeth and a bamboo tongue long enough to reach the yoke and allow the oxen to hold their heads up. It has an oval handle to aid in lifting it up to shake out the grass and stubble and to bear down upon when the clods are hard to break.

However, these ancient agricultural implements are about to be supplanted by modern American plows, which at the recent exhibition of agriculture and commerce were awarded gold medal, and by actual demonstration in the field showed their great superiority over the native plow. An initial order for these plows has just been placed with American manufacturers, and other orders are expected to follow in due time.

The special causes necessitating a change from old style Siamese to modern plows are stated by a prominent Siamese agriculturist to be that the rice crop for the last four years has not come up to the former average, and the reason for this failure was that the rains had not followed the usual course of former years; but the farmers, taking no notice of this change, have followed their usual customs in waiting until April or May, when the first rains begin to fall.

This gentleman now contends that plowing should be begun in

February whether rains fall or not, but this can not be done with the Siamese iron-shod wooden plows, as they are not strong enough to break up the dry, hard baked soil, and, therefore, his attention had been directed to America for suitable plows.

Future of the Carriage.

Speaking at the 39th annual convention of the Carriage Builders' National Association held at Atlantic City, N.J., during September, President Richter said:

"Although the carriage has been superseded by the horseless vehicle in the large and opulent centers of population, many of those who are still in the carriage business in the sections referred to, report that they are having a growing demand for the horse-drawn carriage, and that for some purposes some styles are steadily in demand. This demand being slowly increased as the great number of carriages which came upon the market when the horseless vehicle came into use are absorbed, and also by reason of the fact that some customers have returned to horses while others have decided to use vehicles with both kinds of propulsion.

While it is probably true that the horse-drawn carriage has been

largely superseded in the sections referred to, the light horse-drawn pleasure carriage will always have its place and use; its field is almost the entire country, and its clientele the largest part of our large and growing population.

My attention has been called to the possibilities of the export trade for our manufacturers, which would seem to offer great inducements for large and valuable expansion of our products. The Government, through the Department of Commerce and Labor, is issuing very valuable information on this subject to which I would invite the attention of such of our members who desire to cultivate what would appear to be a very attractive and profitable field. My own study of the subject leads me to suggest the wisdom of carefully studying the country to be exploited, the habits of its people and their methods of doing business, and by all means to send a representative who is familiar with the language of the people. All these views are borne out by the experience of our German friends, whose wonderful trade expansion all over the globe is universally acknowledged. It would seem that our trade with its enterprise, splendid production, and attractive prices, should share the benefits of a field that has only been scratched on the surface."

Aspinwall Potato Machinery

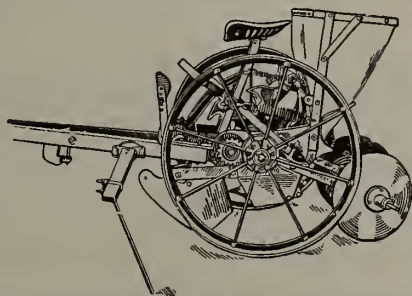
AND

Efficient Sprayers for Every Purpose

First Successful Self-operating Potato planter.

The Machine does the work.

Has no eyes, no ears, no nerves, no brains, hence cannot make mistakes.



Aspinwall Potato Planter No. 3

Potato Cutters, Diggers, Sorters, and complete line of Sprayers, comprising everything from All Tin Hand Sprayer to 200 gallon capacity Power Sprayer.

Every Dealer should have new Aspinwall Literature.
WRITE TO-DAY.

FOR SALE BY

Cockshutt Plow Company, Limited

Winnipeg, Calgary, Regina, Saskatoon.

MANUFACTURED BY

Aspinwall Manufacturing Company,

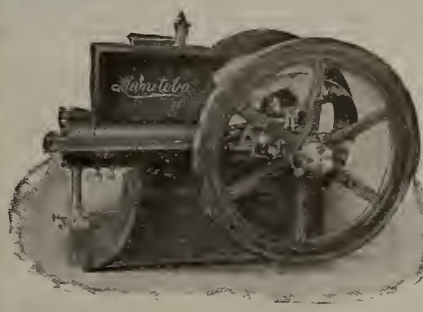
Jackson, Michigan, U.S.A., Guelph, Ontario.

World's Oldest and Largest Makers of Potato Machinery.



Made in the West for the West. All sizes
—Power and pumping

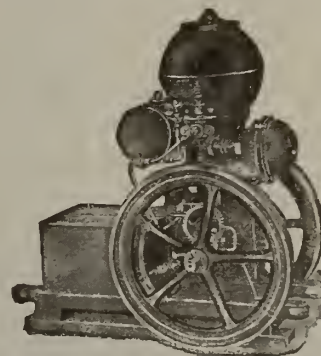
"Manitoba" Windmills are made in all sizes for both power and pumping purposes. Known all over Western Canada as the Strongest and Best Windmills in the World. Why not buy direct from the factory, saving heavy freight and duty charges, and jobbing house profits.



5½, 7½ and 10 h.p. Horizontal Hopper Cooled.

THE Manitoba LINE is complete

The most attractive proposition ever offered to dealers



4 and 7 h.p. Vertical Hopper-Cooled.

We manufacture a complete line of hopper cooled Gasoline Engines from 1½ to 25 h.p., both horizontal and vertical, stationary and portable. Also the new 1½ h.p. air cooled Manitoba Pumping Engine, a remarkably fast seller.

Write for Agency Terms

The Manitoba Windmill & Pump Co., Ltd.

BOX 301, BRANDON, MAN.

CALGARY, ALTA.

Errors in Freight Rates.

There is one item in connection with the implement and other businesses conducted in country towns to which small importance is evidently attached, and which, if the dealer will pay careful attention to for a certain period of time, will convince him that he is not only losing money through but that he is monthly paying out hard cash to cover the errors of freight and express employees that would be sufficient to meet some other item of expense in his business of no small proportion.

The average dealer accepts his freight bill as authentic, and in few, if any, cases are rates disputed.

The majority of dealers buy in not more than four or five different cities, and a list of rates should be compiled and kept in a place of ready access for reference when checking freight received; railway tariffs and express classifications are legally open for the inspection of the patrons of the road, and it will be a matter of a very few minutes to procure this information; a printed express classification, with tariff and graduated scale may be obtained from the local agent.

Errors in weight and charges are much more easily adjusted when the shipment is delivered than at any later time; if time is allowed to elapse it is necessary to submit a claim that will entail correspondence prolonged until the claimant regrets that he has ever been connected with it; freight should be weighed before shipment is accepted and the charges checked; in case of an error the attention of the agent should be called promptly to it and the matter adjusted at the time of delivery.

Shipments composed of two or

more pieces are often the means of overcharge being made. Take, for instance, a shipment of two castings from Winnipeg to Brandon; if these castings weighed twenty pounds and were billed together the charge would be, by express, 70 cents; should they, however, be separated in shipment they would be billed out to the consignee as two distinct consignments on which the express company would assess charges of 55 cents respectively.

The same error is apt to occur in a freight shipment, minimum charges being computed on two shipments when the weights should have been aggregated.

The dealer who has made it a practice to carefully check his charges before payment has found that the transportation companies, in erring, have invariably done so to his loss and it is a remarkable coincidence that this should be; remarkable enough, perhaps, to make the necessity of confirming rates important.

A Million Patents.

One million patents in 111 years. That is the record that will be established in the U. S. patent office in a few days, for the million mark has nearly been reached. It had been thought that patent No. 1,000,000 would be set aside for some great invention, but Commissioner of Patents Moore denied that.

He said no favoritism would be shown, and all patents will be numbered in the regular order of issue.

From the time that the first patent was issued by the Government, approximately 111 years ago, the Yankee genius for invention has manifested itself in marvellous ways. This is indicated by the number of patents issued, which have been almost 10,000 a year.

To Samuel Hopkins belongs the honor of having received the first patent. This was granted July 31, 1790, and was for a device for making pot and pearl ashes, which are the matter remaining after evaporation when vegetable matter is refined in a crucible, the extractive substance being burned off and dissipated. The pot and pearl ashes that Hopkins made were not greatly different from those made by others, but his device brought forth the first patent issued by a young Government, and created widespread interest at the time.

In those days the President and his Cabinet passed upon patents, and the men who received patents were sought out and treated with great consideration. They occupied positions similar to the airship inventors of a few years ago. In the year 1790 but three patents were issued.

President Thomas Jefferson was one of the closest scrutinizers of patents. He was always fearful that the Government might, through the issue of patents, assist in the formation of some monopoly. He gave each application his personal attention and questioned the applicant closely before passing upon his invention.

The growth of invention led to the organization of a patent office that has now become one of the busiest branches of the Government. Trained specialists examine applications for patents, while a special branch of the legal profession has developed from contests over patent rights.

The spirit of invention still holds strong in the American character as it did in the days of Samuel Hopkins. It is safe to predict that the issue of the millionth patent will be received with interest all over the country, whether it goes to an Edison or to some obscure genius who is making his first attempt at invention.

Real humor is that which enables you to appreciate the joke when it is on you.

Computing Interest.

Now that the majority of far-seeing implement dealers are selling goods secured by short term notes the following table for computing interest will be of assistance. Cut it out and paste it on a card; it will save you many minutes figuring at times. To find the interest on a given sum for any number of days, at any rate of interest, multiply the principal by the number of days, and divide as follows:—

at 5 per cent by 72
at 6 per cent by 60
at 7 per cent by 52
at 8 per cent by 45
at 9 per cent by 40
at 10 per cent by 36
at 12 per cent by 30
at 15 per cent by 24
at 20 per cent by 18

Health Maxims.

By J. B. Justin, Food Inspector, Winnipeg.

Fresh air and daylight cost nothing; see that you get your share, both in summer and winter.

Good ventilation is the first essential in the purity of the home; air the house daily.

Pure air makes pure blood—pure blood makes you disease resisting.

Breathe freely and fully; the more you expand your chest the less you will contract colds.

Eat moderately and masticate thoroughly; many a man feels "put out" because of what he takes in.

If you allow flies in your store, your customers will fly from you. (A hint to butchers, grocers and restaurants).

The three disgraces — Filth, Flies and Fever.

High living develops a low vitality, and strong drink makes weak men.

Cleanliness is next to godliness, but it takes some people a long time to get next.

Stewart Clipping Machines



Sell Fast During

February, March and April

They Yield a Good, Quick Profit

No horse clipping machine ever made sells so fast or gives such good satisfaction as this

Stewart No. 1 Ball Bearing Machine

Your jobber
has them

List for Canada, **\$9.75**

Write for free
advertising matter

Every machine sold under a positive guarantee that it must please your customer or money refunded, including transportation

Chicago Flexible Shaft Company,

237 Ontario St.

Chicago, Illinois

Opportunity

What the freight engine is to the railroad, the tractor is to the farm. It provides a reliable means of accomplishing difficult tasks with ease. It turns expense into economy, saves labor and time—makes money. It is the last step towards freedom from old-time farm drudgery.



The farmer is just finding this out. He bought more tractors in the last five years than in all the centuries before. His purchases last year were nearly double those of the year before. This year's business will eclipse all previous records. Once started to thinking seriously about an engine or tractor, most farmers buy.

Your business and ours is to get the farmers thinking about I H C Gasoline Engines and Tractors. We spend money to reach them through their papers; you spend your time talking to them personally. We sell the best engine and tractor made. Let's work together, and sell the best engines and tractors in the world to the most prosperous farmers the world ever saw.

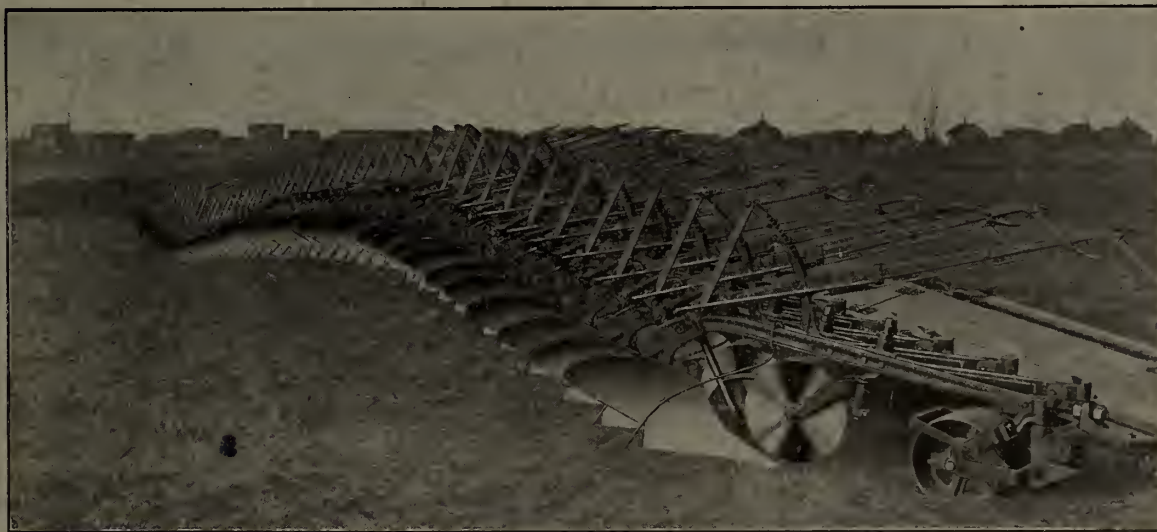
Write the nearest branch house. Ask to have a blockman call and see you. He can show you where you will gain by selling I H C engines,—where you lose money until you do.

WESTERN BRANCH HOUSES

International Harvester Company of America (INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.;
Winnipeg, Man.; Yorkton, Sask.

Oliver Tractor Gangs for Rolling Land



Until Oliver Tractor Gangs were made, rolling land, or land with uneven surface, was the despair of the man who wanted to use a tractor for plowing. He had no choice—he must either use a gang with few bases, and lose valuable time—or put up with unevenly plowed ground, and an inferior seed bed.

Oliver Tractor Gangs have completely overcome this condition. Being built up of small units, flexibly joined, they plow the ground to an even depth, no matter how wide the plow or how rolling the land—they follow the lay of the land.

In so doing, they add the strongest possible argument to the dealer's talk for tractor plowing—every farmer is now a prospect for a tractor plowing outfit. They make possible more sales of large tractors and plows. They benefit both farmer and dealer.

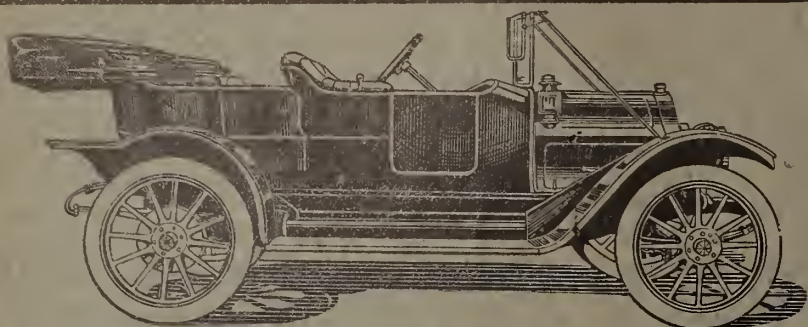
When you handle Oliver plows your sales of tractor gangs are limited only by the number of your patrons who can use one. You can also sell the best Canadian-made horse-drawn plows, sulky gangs and walking plows in every style.

Write the nearest branch house for complete information.

WESTERN BRANCH HOUSES

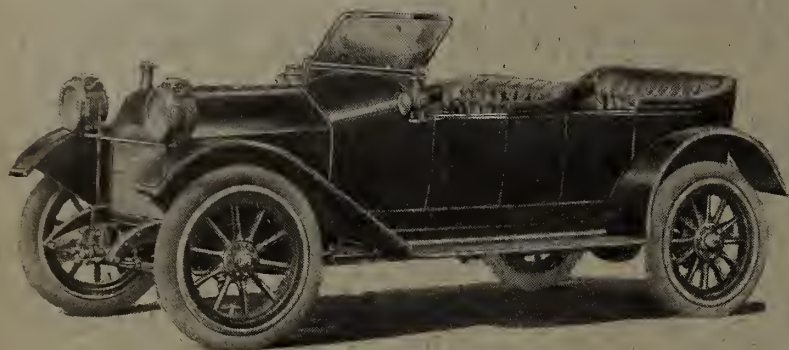
International Harvester Company of America (INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Reo Special \$1500 F.O.B. St. Catharines

Equipment ; Bosch magneto, top, glass front, Prestolite tank, full set of lamps, speedometer, demountable rims, 34 x 4 inch tires, electric horn, robe rail and foot rest.



Hupmobile "32" \$1000 F. O. B. Windsor.

Equipment: Glass front, full set of lamps, generator.

Write us for our 1912 Agency Proposition.

JOSEPH MAW & CO. LIMITED,

WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED,

GENERAL AGENTS:

Winnipeg, Man.
Brandon, Man.

Regina, Sask.
Saskatoon, Sask.

Edmonton, Alta.
Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost. Our organization is the best in Western Canada for giving such service. That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

Dealers in all Districts:—



Gasoline Tractor Sales this year are going to be greater than ever before. The experiment stage is over. Farmers are convinced that gasoline tractor plowing is the solution of cultivation problems.

All you need to do is to hitch up with the right tractor and be ready to fill orders. With the

**"Ideal" Gasoline
Traction Engine**

to show your customers, argument is avoided. It will prove in the field all you claim for it.

Are you ready to get your share of the record business that will be done in 1912? Write us to-day. We can interest you.

Manufacturers of

"Ideal" Gasoline Tractors
Windmills and Pumps of every
description

"Ideal" Hopper Cooled Gasoline
Engines, Wood Sawing Outfits,
"Maple Leaf" Grain Grinders
etc., etc.

Goold, Shapley & Muir Co., Ltd.

Brantford

WINNIPEG

Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 4.

WINNIPEG; CANADA, APRIL, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865.

HEAD OFFICE—QUEBEC.

PAID-UP CAPITAL - \$4,951,000
RESERVE AND UNDIVIDED PROFITS - \$3,500,000
TOTAL ASSETS (OVER) - \$56,000,000

BOARD OF DIRECTORS

Hon. John Sharples, President. William Price, Esq., Vice-President.
W. K. Allan, Esq. R. T. Riley, Esq. E. J. Hale, Esq.
Geo. H. Thomson, Esq. Wm. Shaw, Esq. E. L. Drewry, Esq.
John Galt, Esq. M. Bull, Esq. F. E. Kenaston, Esq.
C. P. Reid, Esq. E. E. A. Duvernet, Esq. S. Barker, Esq. S. Haas, Esq.

G. H. Balfour, General Manager.
H. B. Shaw, Assistant General Manager.
I. W. Hamilton, Superintendent Eastern Branches, Toronto.
J. G. Ellett, Chief Inspector and Manager Foreign Department,
J. B. Waddell, Inspector, Toronto. Quebec.
H. Veasey, Chief Accountant.
F. W. S. Crispo, Superintendent Western Branches, Winnipeg.
F. W. Smith, Superintendent Manitoba Branches, Winnipeg.
P. Vibert, Superintendent Alberta Branches, Winnipeg.
J. S. Hiam, Superintendent Saskatchewan Branches, Winnipeg.
T. McCaffry, Superintendent British Columbia Branches, Vancouver.
O. F. Seeber, Asst. Inspector,
Saskatchewan Branches, Saskatoon. R. H. Baird, Asst. Inspector, Alberta Branches, Calgary.
This Bank, having over 230 Branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of all Banking Business in these Provinces. Collections and correspondence are invited.
The Bank has Agents and Correspondents in all Cities of importance throughout Canada, the United States, the United Kingdom, the Continent of Europe, and the British Colonies.
51 Threadneedle Street, London, E.C. F. W. Ashe, Manager. G. M. C. Hart Smith, Assistant Manager.

Union Bank Building, Winnipeg.

Stickney Gasoline Engines ARE THE BEST

M 5

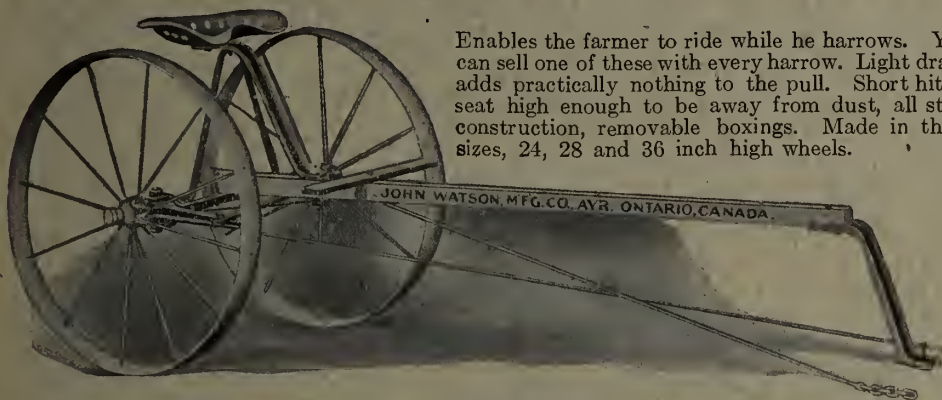


Sell Improved Property

An acre of land in the city is worth twenty times as much as an acre in the country. Just so with a Stickney Engine, it will give twenty times the service of any other, because of its outside igniter, its straight line valve motion, its modern cooling system, its ball-bearing governor and its three point suspension. Let us show you.

Ontario Wind Engine & Pump Co. Ltd. TORONTO - WINNIPEG - CALGARY

WATSON'S STEEL HIGH WHEEL HARROW CART



Enables the farmer to ride while he harrows. You can sell one of these with every harrow. Light draft, adds practically nothing to the pull. Short hitch, seat high enough to be away from dust, all steel construction, removable boxings. Made in three sizes, 24, 28 and 36 inch high wheels.

JOHN WATSON, MFG. CO. LTD., ONTARIO, CANADA.

We Sell:

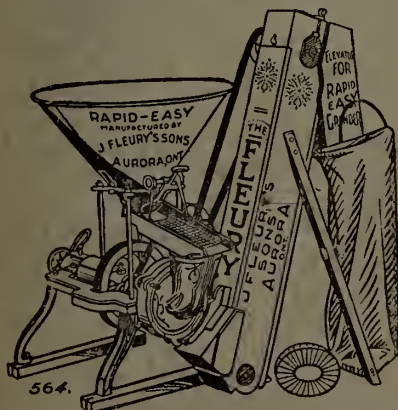
Pulverizers Boss Wood Harrows
Steel Boss Harrows Channel Steel Harrows
Wheel Barrows Warehouse Trucks
Wood and Pole Saws Feed Cutters (7 styles)
Grain Grinders Root Pulpers
Whiffletrees Horse Powers Bevel Jacks
And the celebrated Heider Eveners

John Watson Mfg. Co. Winnipeg.

"THE EASIEST SELLER YOU CAN STOCK"

Warehouses at Brandon, Regina, Saskatoon.

Grain Grinding



with the FAMOUS "RAPID-EASY" GRINDER—which will do MOST WORK with LEAST POWER, and will effect a MARKED SAVING in the production of fat stock.

"RAPID-EASY" GRINDERS are made IN SIZES to suit ALL POWERS; for custom work or for farm work; may be run with steam or gas engine, tread or sweep power, or windmill. State what power your customer proposes to use, and for about what stock he wishes to grind, and we shall be pleased to advise the machine best suited for the purpose.

JOHN DEERE PLOW CO. Ltd.,

Sole Agents
WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. FLEURY'S SONS, Aurora, Ontario.

Medals and Diplomas, World's Fairs, Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumps.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG

Deering Disk Harrows will bring Business to you.

The disk harrow trade is a possible car-lot trade in every community. Farmers are being taught so widely that it is a good seed bed rather than a big acreage which makes the crop pay, that selling disk harrows is not the job it used to be. This is a business opportunity for you.

If you take a Deering contract you attach yourself to a line which is well known. You inherit a half century of good will and a trade name which has brought business to every farm machine dealer who ever put it over his door.



The Deering line includes a complete assortment of drills, disk harrows, peg-tooth harrows, spring-tooth harrows, cultivators, and land packers, made at Hamilton, Ontario, to meet conditions in your vicinity.

Do not fail to talk this over with the blockman when he makes his next visit, or, write now to the nearest general agent asking for catalogues and information.

Western Canadian Branches

International Harvester Company of America

(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

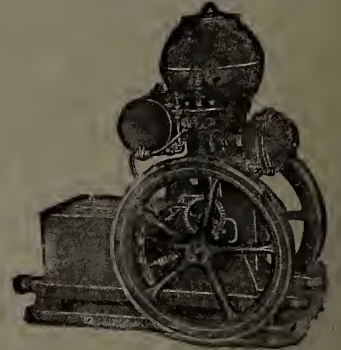


Made in the West for the West. All sizes
—Power and pumping

"Manitoba" Windmills are made in all sizes for both power and pumping purposes. Known all over Western Canada as the Strongest and Best Windmills in the World. Why not buy direct from the factory, saving heavy freight and duty charges, and jobbing house profits

THE *Manitoba*
LINE is complete

The most attractive proposition ever offered to dealers



4 and 7 h.p. Vertical Hopper-Cooled.



5 1/2, 7 1/2 and 10 h.p. Horizontal Hopper Cooled.

We manufacture a complete line of hopper cooled Gasoline Engines from 1 1/2 to 25 h.p., both horizontal and vertical, stationary and portable. Also the new 1 1/2 h.p. air cooled Manitoba Pumping Engine, a remarkably fast seller.

Write for Agency Terms

The Manitoba Windmill & Pump Co., Ltd.

BOX 301, BRANDON, MAN.

CALGARY, ALTA.

SUPERIOR HOOSIER KENTUCKY.

Always have held first place

There is a good reason

They meet every requirement.

Superior
Disc Harrows
on wheels.

Nothing like them

Work like a charm

Send for Catalogues.

The American Seeding-Machine Co.

Incorporated

King and James Sts.

Winnipeg, Man.

GRAIN DRILLS



NOT IN A COMBINE

Sawyer-Massey Line—75 years the Leader

MR. IMPLEMENT DEALER :

There is more behind the PREMIER LINE of THRESHING MACHINERY than a selling proposition,—a mere profit-making inducement for you to handle the line. There is positive and proven merit in every Sawyer-Massey machine, we stand behind you in every transaction that you make with an unqualified guarantee of unexcelled workmanship and carefully selected materials.

We substantiate with goods every argument that you put forth in favor of them. This is a line that you can unhesitatingly recommend to your best customer,—one that will make you friends by setting the highest possible standard of excellence.

These are the kind of goods that stay sold,—there is no “come-back.” The same careful attention is accorded to the construction of the humble sweep as to the lordly tractor.

Our interest in you does not terminate with the signature of your contract,—we offer you all the advantages of a perfect selling organization,—the knowledge gained in three quarters of a century of manufacturing and selling machinery is at your unlimited disposal, and remember, too, the advertising we do in farm papers is for the benefit of our dealers.

We may not be represented in your territory—Write us now.

Our new catalog tells a big story of progress and advancement,—let us mail one to you,—it gives a new light on the subject of farm power and threshing machinery.

Sawyer-Massey Company, Limited

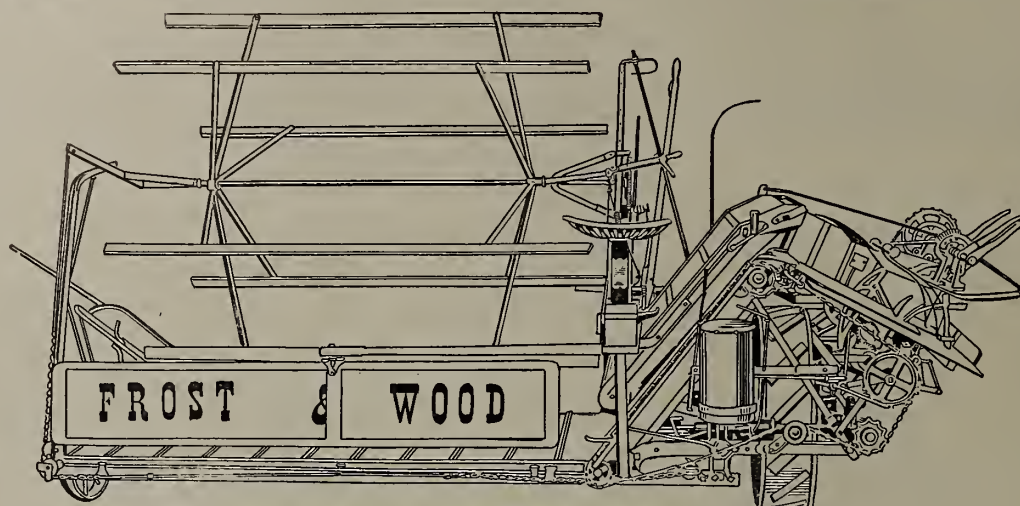
BRANCHES—WINNIPEG MAN. AND REGINA SASK.



The Frost & Wood Binder

A Perfect Machine for Economical Binding

Lightest Draft
Quickest Cutter
Longest Wear
Easiest Tilt
Strongest Frame
Greatest Reel Range
Surest Knotter
Best Elevator
Finest Bearings



Most convenient
Levers

Most convenient
Threading

Most dependable
Operation

Perfectly adapted to
Western conditions

8 foot F. & W. Binder with Outside Reel Support

The improved F. & W. Binder has Outside Reel Support on all 7 ft. and 8 ft. machines, an additional Lever for the quick adjustment of the Reel and numerous other improvements which make it the most perfect machine for economical binding. One of the best sellers you can handle.

The Cockshutt Engine Gang

Sold in the Open Market all over the Globe

The Plow that made Canada far-famed



Six Cockshutt Plows at work on the Canadian Wheatlands Co. Farm, Suffield, Alta. Sixty 14-inch furrows being turned at once.

The product of Canadian brains and Canadian workmen that by sheer force of merit made a world-wide reputation. It revolutionized TRACTION plowing, making possible the present great development in large farming operations. It originated the INDEPENDENT PLOW principle whereby each plow follows the inequalities of the surface, plowing a UNIFORM DEPTH and turning an EVEN FURROW. It is built for SERVICE—with a COCKSHUTT PLOW on behind an Engine farmers will not only be free from vexatious stops and cover the maximum amount of acreage, but the work will be done PROPERLY. In BREAKING, the sod will be turned over FLAT, so that the grass will rot, fertilizing the soil instead of curing into hay, to hinder later operations. In STUBBLE, the soil will be turned COMPLETELY OVER and thoroughly pulverized, making a firm seed bed of uniform depth—the best condition for an even stand of straw with a large head.

Sell your customer a Cockshutt Traction Plow this Spring to take the place of Fall plowing.

The returns from the increased acreage will more than pay for the Plow.

Cockshutt Plow Company, Limited

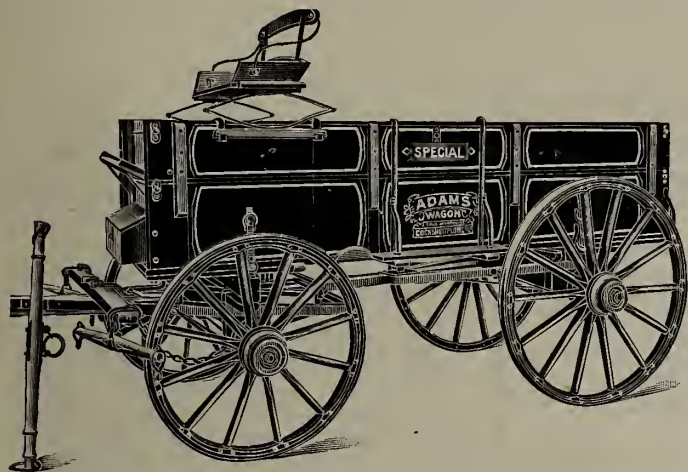
Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

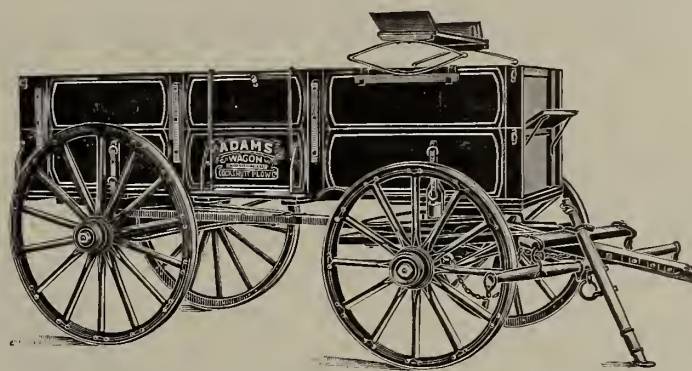
Sell Adams Wagons

For years we have known that BETTER wagons cannot be made. Now, thousands of users know it, too.

For in the Adams Wagon they find the economy of long wear and tear and a high degree of satisfaction—and that is much.



The Adams Special Wagon is made with best Hardwood or Southern Pine Bottoms. The Grain Box and Sides are well braced. Joints are covered with Steel Grain Strips. Lazy Back Seat. Jockey Box. Heavy Steel Plates run under the axles with truss, making them much stronger. The gears are clipped and there are double braces on both hind and front gears.



The Adams Standard Wagon is very popular for general farm use. Made with Hardwood or Southern Pine Bottoms. All wooden parts are soaked in best linseed oil. Bottom is reinforced with seven heavy cross sills. The Grain Box and Sides are strongly braced.

Equipped with Adams' Patent Truss Rod, extending through Skein and tightened on outside by nut on the point of Skein. Gives axle double carrying capacity without extra weight.

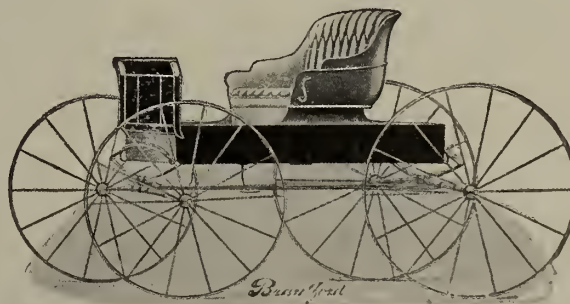
Brantford Buggies

Certain names stand for many things. People buy a certain Buggy because it has the NAME—the REPUTATION—and THAT is the best reason in the world, because REPUTATION is the result of MERIT

And the name "BRANTFORD" on a Buggy means THE BEST BUGGY IN ITS CLASS—a great selling advantage. Has been in evidence on the Western roads for more than 20 years.



No. 219. Top Buggy, Auto Seat.



No. 415. Open Buggy, Auto Seat.

Above pictures illustrate two popular Brantford Buggies. They make a fine appearance and are splendidly finished. Heavy enough to have maximum strength, heavy enough to give a sense of complete security when going over rough roads, yet not a pound of useless weight.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

Quick Sales—Good Profits—Satisfied Customers.

If the Plows you sell bear the COCKSHUTT name you can't exaggerate their quality to your customers. These Plows require no great recommendation; we have made the quality so superior and the workmanship so thorough that it is merely a question with most farmers of seeing "COCKSHUTT" on the Plow and the deal is settled.

That's why quick sales, good profits and satisfied customers characterize the business of every COCKSHUTT dealer.

J. G. C. SULKY.

Put this Plow on rough and tough prairie land and it will break the sod as clean as a whistle. It is equally good for stubble work.

Notice our large land wheel—this ensures easy running.

The axle swivels on a king-bolt; a great advantage in rough land.

The location of the seat enables the driver to see the turning furrow, resulting in the best work.

The operator's weight is placed to assist the bottom in staying in hard and rough ground.

Bottom can be easily raised or lowered to its work by means of our eccentric lifting device.

Can be furnished with 14, 16, or 18 inch stubble bottom, and 14 or 16 inch breaker bottom.

Regulated to cut from 3 to 8 inches deep. Can be furnished with rod breaker boards for breaking in place of ordinary breaker boards.

NEW JEWEL SULKY.

This Plow is built entirely of steel and malleable iron.

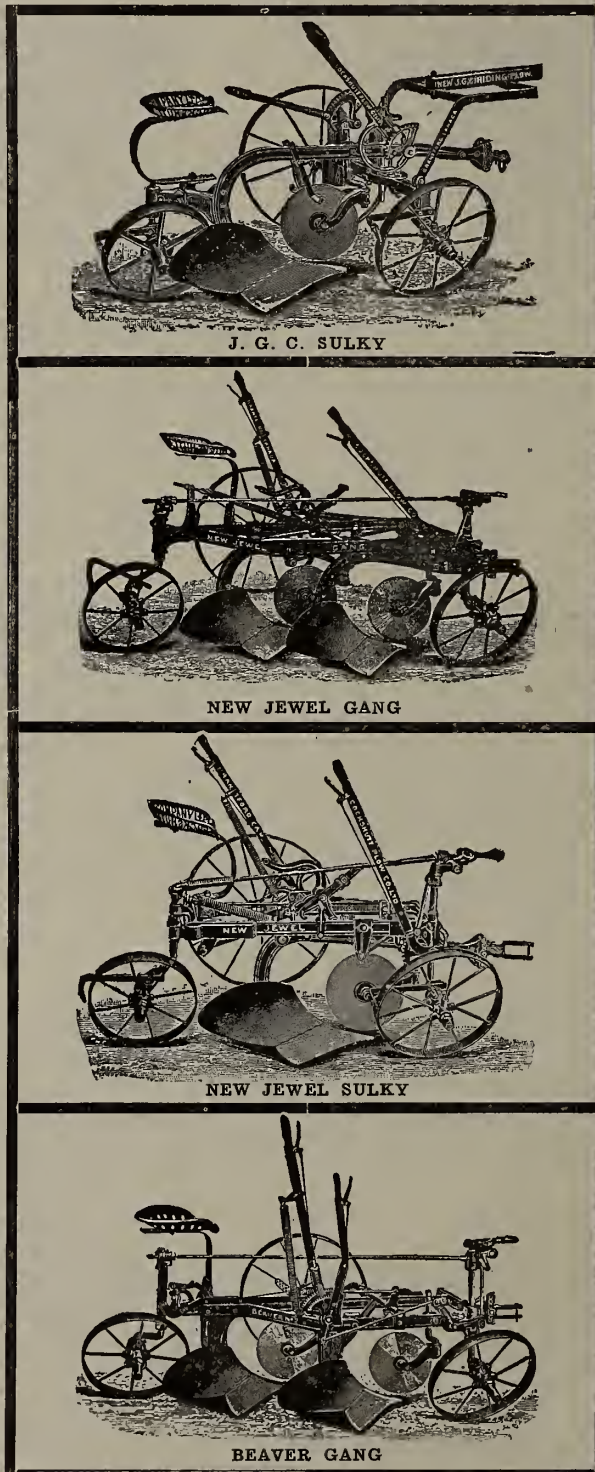
The frame is a model of strength.

The steel wheels have long, removable, dustproof bearings, with large wearing surfaces, insuring long life and small cost for repairs, and by using hard oil at the beginning of the season will require no further attention.

The plow bottoms are raised or set firmly in the ground by touching the foot lever, and once set for work will never vary.

A long controlling rod connects the front and rear furrow wheels and works automatically. Can be fitted with 14 or 16 inch breaker or stubble bottoms.

This plow can also be furnished with interchangeable rod breaker boards for breaking.



NEW JEWEL GANG.

The New Jewel Gang is built entirely of steel and malleable iron—has great strength and durability.

The frame, beams, bails, axles and braces are of high carbon steel; the frame will stand the severest tests which a Plow of this kind will ever have to undergo. Steel wheels have long, removable dust-proof bearings with large wearing surfaces, insuring long life and small cost for repairs. With hard oil these bearings require very little attention.

Land wheel is large and fitted with cushion spring to absorb shocks. Built in two sizes, 12 inch or 14 inch bottoms, either breaker or stubble.

The Jewel is fitted with a high lift attachment, simplifying the operation of the plow. Once set for work, the bottoms can be raised from or lowered to the ground by a handy foot lever, leaving both the driver's hands free to manage the horses.

A special device locks the plows up when raised from the ground and locks them down when set for work.

BEAVER GANG.

The front and rear furrow wheels on our Beaver Gang are connected and controlled from the pole.

By this arrangement the plow is easily guided when working or turning at the ends.

The levers are so placed that they are easily reached by the operator.

It is light of draft, strongly built, and can be worked by anyone.

The bottoms are easily raised by means of lever and spring lift. The frame is after the style of the Empire and has all the features of the high-lift gang but is much lighter in weight.

Fitted with steel and malleable standards, which are unbreakable.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 4

WINNIPEG, CANADA, APRIL, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c

Mechanical Power on the Farm.

By Charles Edward Lucke, M.E., Ph. D., Professor of Mechanical Engineering, Columbia University, New York City.

One of the greatest discoveries, measured by its effects, that the world has ever seen, was the determination that the heat of burning fuel could be made to do useful work and replace the labor of man and beast. Of course, the mere abstract possibility of securing work from burning fuel, while great in a purely scientific way, is as nothing in practical value to the actual realization of the possibility by engineers. To design machines to carry out with gases and vapors a series of processes, such as heating and cooling, evaporation and condensation, compression and expansion, in suitable order and degree, always beginning with the heat of burning fuel and ending with rotating shapes, required a degree of skill, patience and perseverance that can be scarcely overestimated, and the results of this work as exemplified by our power machinery are to-day almost immeasurable. This machinery for generating power from fuel has actually created the great modern industries of manufacturing and transportation, and as a consequence has exerted a powerful influence on the lives and prospects of the people of civilized countries who first created and then used it. It requires but a moment's thought to realize that no car or ship could be moved in a way equal to modern demands without the steam or gas engine, burning either solid or liquid fuel; nor could all the articles of common use entering into our clothing and housing be produced in suitable quantity, quality or variety without machinery driven by similar engines; nor, finally, would it be possible to supply our tables with the foods and beverages we now enjoy and regard as necessities of comfortable living, without similar assistance. Obvious as these things are on reflection — and proving as they do the dependence of modern civilized living on the use of nature's stores of fuel energy through the medium of power machinery, it is

equally true, though not so clearly seen, that many of our common institutions of commercial, financial, sociologic and economic nature owe their existence to the same causal influence. It can be shown with reasonable certainty that no single formative force has been so powerful as this in the development of society as it now exists, from its earlier and simpler predecessor when the majority of the people were farmers.

No matter what changes may take place in the relation of man to man or in the individual life of each family, it is a truism that all must be fed, and the bulk of the food of the world must come from the farms; so that while one after another new occupations for men and women may be created and new class distinctions drawn, there always has been and always must be a farmer class large and fundamentally important to the mere existence of the rest. In fact, as the proportion of farm producing population to the whole becomes less, so do those remaining on the farm become more essential to those that have left it; and the former are face to face at once with greater opportunities and greater responsibilities to feed with fewer hands the increasing millions that produce no food themselves.

The use of power machinery is not only responsible for the creation and development of the manufacturing and transportation industries as they now exist, and all within the last century and a half, but there has also simultaneously resulted a change in occupation of a large part of the population, and to some extent in the mode of living of all. How then, while these colossal social and industrial readjustments were taking place—more intense and more general than have ever been produced by all the wars and politics of the world—how has the original and fundamental industry of farming been affected, and

what has power machinery done to assist in the production of the world's food supply? Practically nothing, measured by the effects in other fields; though a movement in this direction is now becoming sufficiently general to warrant recognition and prompt some thought as to the possible effects should it continue.

There are two general classes of machinery—the first a development of the common tools by which parts of metal and wood are used to assist the fingers, as for example, in the simple loom, and which by the addition of further parts to practically eliminate hand and eye, becomes the power loom, on which among other things is a wheel or shaft that must be turned, and when turned, cloth is woven without any other assistance from operators. This class of machine may be termed “driven,” and is characterized by the fact that by the push or pull of man or beast applied to the mechanism, something, formerly done entirely by skill, is accomplished, and faster and better than it was done without it. The elements of skill and human intelligence being eliminated, unskilled men, horses, wind mills, or water wheels may be substituted, thus practically freeing the intelligent man entirely from gross labor and allowing that freer play of his thinking faculties that is possible only when relieved of bodily fatigue. The second class of machinery is intended to entirely replace the horse by the substitution of the energy of nature in one of its forms—fuel, wind, or falling water; the most generally available of which by long odds is fuel. This class of machinery burning fuel accomplishes the push, pull, or turn required by the first class, and may properly be called power generating machinery. Historically, the driven machine in one form or another preceded the power generating machine or engine, and this is quite natural, as there could be no use for the latter without

something to do as is required by the former. Really great results are accomplished and correspondingly noteworthy effects only when these are brought together. Some early driven machines were the pump, forge bellows, drop hammer, plow, churn, spinning wheel, potter's wheel, turning lathe—all operated at first by men and women; later, by beasts; still later, by wind or water mills where convenient, or where the people were intelligent enough. Many of these have been in use for thousands of years, while power driven machinery is all of comparatively recent date.

Up to about 1760, nothing beyond this sort of driven machinery was in existence, and the people using it were farmers or dwellers in small towns associated closely with farming. These constituted the greater part of the population, the rest consisting of soldiers, clergy, police, government officials, land owners, and some traders, with but few mechanics and no factory workers. About this time two things happened that are worth tracing briefly. Together they changed the whole outlook on life possibilities. First, a series of improvements, by a dozen different men, in spinning and weaving machinery, making the machines more complicated and requiring power to drive them, but greatly increasing the productivity of the attendant when the power became available, and almost unbelievably improving the quality of thread and cloth. This was almost immediately followed by the perfection of the steam engine by the now famous James Watt, who, by burning coal in a boiler, thereby provided means to drive these machines as they needed to be driven, thus relieving attendants and operators of the hard labor, and making possible the factory in which production could be multiplied to an almost unlimited degree. In fact, it was only a short time before hand spinning in the farm home ceased, and only a minute fraction of those

who formerly spun and wove to clothe themselves sufficed in the new English factories to produce cloth for the whole world.

Following the demonstration of the economy and perfection of machine methods of doing things and the enormous power possibilities of fuel burning steam engines, machines began to appear and are still being designed and invented to do every conceivable thing and many that were believed to be impossible. The engines themselves, while in the beginning practically all the same, were gradually changed in form to suit the driven machine, so that today we have one type of steam engine for pumping water, another for generating electric light, and still others for locomotives and boats. Not only has the steam engine been adapted in form to suit its work, but the internal combustion engine, burning within its working cylinder explosive mixtures of gaseous fuel or vapors of liquid fuel with air, has appeared to satisfy at once the demand for small, cheap engines, economical in spite of intermittent service and thoroughly portable and self-contained. New types and systems of power generating machinery, and machines for doing things that may be driven by the former constantly appear and without a shadow of doubt will continue to appear, becoming more and more perfect as time goes on. Which of all these machines, in this age of machinery, have contributed to the farmer's relief and the promotion of the farming industry as in other lines to permit of the suitable multiplication of the product of the man on the farm? The horse drawn plow was a step above the woman hauled plow; the horse drawn cultivator an advance over the hoe; the reaper, mower and binder successive advances over the sickle and scythe; the grain drill and seeder over hand planting; but, in no instance was there any relief from muscular power till the steam engine was applied to the driving of the threshing machine and separator.

For reasons that are often a subject of speculation, this point in the progress of machine farming was not reached till nearly a century after the same stage in the manufacturing industry; and still more strange it is that practically no advance toward the more general use of power on the farm was made until the present time, after one whole generation of stationary conditions.

At the present time experiments are under way looking toward the powering of the now manifold horse and hand operated farm machines, and in spite of the predictions of failure with which each attempt is met, there

can be no doubt, in the light of machine and power history, that success will be attained. Even at the present time our papers are full of stories of the successes of the new gasoline and kerosene traction engines as plow haulers and general service self-moving power plants, capable of economics and service unheard of five years ago. No student of industrial history can for a moment doubt that the future farm will be amply powered, and human drudgery relieved to permit of the exercise of the farmer's thinking capacity instead of his muscles.

If industrial history is any guide whatsoever, the farming of the future is destined to be just as difficult, scientific and systematic a process as manufacturing, and one in which mental capacity will displace physical strength, power in one of its various forms displace the horse, and the effort of man be turned to the guidance of machines and toward a study of methods and processes.

Reasonable doubt there may be as to the time when, or how completely such substitutions will take place or when the methods of manufacturing in farming will displace the old, individual effort system; yet there can be no doubt that the improvement has started; that it is attracting the attention and will enlist the assistance of our best engineers and scientists, who have up to this time been establishing and maintaining the other more complicated machine industries, and that, with such a promising beginning and fund of experience to work upon, forward strides will be made that will serve to characterize this as an historical epoch.

Assuming for the moment that power machinery will be extensively used in farming, what effect will it have in the long run as compared to the effect of the creation of power machine manufacturing and transportation? There must result something similar in kind though perhaps in less degree, for the primary effect of displacing human labor by power machines is to increase the productivity of the man and improve the quality of his product. Less men are needed to produce the same or even more than before; those no longer needed may take other occupations more suited to their mental capacity, their tastes or other personal characteristics; even for those that remain there will be a change, for the machine methods lead to a division of labor. There will always be some drudgery to do, and this will be left to those mentally unfit to guide machines, while those more richly endowed will find suitable occupations in the management of men, the study of

soils, plant and animal life, and the most economic methods to be employed to secure ample crops or suitable stock, or, in the management of what will then have become a technical business enterprise. Just as early manufacturing tended to create the city at the expense of the farm by drawing away the laborers to the neighborhood of the factory, so may the possibilities of manufacturing farming be expected to result in a new readjustment of population.

Farming will cease to be the occupation of the poorly educated, and the city the sole opportunity of the great thinkers; the same division of labor and mental effort will apply to both, and both country and city dweller will be on a similar plane; or, rather, the same series of levels will apply to both; each will have its captains of industry, its cultured class, and each will have its servant and laborer class with all the grades between, and no barrier to the passage from the lowest to the highest in either city or country, except personal fitness to do the next higher thing needed by the community.

Inventors' Utopia.

Although we know nothing as to the proportions of the admixture of shrewd business and philanthropy in the enterprise, says the Blacksmith and Wheelright, an association in Dallas City, Illinois, makes a novel proposition to inventors. The company or association states that it is organized to build up a model manufacturing city of half a million population near the Mississippi River dam that is now being built at a cost of \$27,000,000, to create 200,000 electrical horsepower. In a recent announcement it says:

"We propose to establish in our new city what will be termed a nursery building. It will not be for babies. They are an invention that will not be interfered with in the new city except to give them more fresh air, more playgrounds and a better technical, more practical education, when they get big enough for it.

"Our nursery building will be a fire-proof structure in which, on the first floor, there will be machinery of all kinds, and tools and skilled workmen. Then on the upper floors there will be many little rooms and some large ones that will be closed to all observers, and the keys to each of them will be held exclusively by the inventor using it. In these separate rooms they will work separately to develop any good practical idea they may have. If an inventor cannot do the mechanical work himself, a trustworthy expert

workman will be assigned to help him. The necessary material will be furnished. The work bench will be supplied with suitable tools for the particular work the individual in it is doing, and some small machinery. If larger machines are needed or if a 'part' is wanted that the inventor is not competent to produce, the downstairs shop, with the larger machines and skilled workmen, will make and shape it for the inventor as he shall direct. And when a machine or article is completed and pronounced practical and worth while, something that the world wants, the inventor is aided to manufacture it in the new city.

"Many a little invention has built up a village or town about it, and many little inventions will build up a city. It is our purpose, therefore, to encourage, in every legitimate way, the struggling inventor—not to rob him. We will help him; help him to get his invention perfected; help him to get it patented; help him to undertake its manufacture; help him to market the product after it is manufactured here."

Although it is not understood that funds will be supplied inventors in all or in many cases, it is stated in effect that if any invention looks attractive enough the company will finance the enterprise to the extent of manufacturing it in that city.

Under such circumstances this "inventors' nursery" is likely to soon be full unless the utmost care be taken to sift out the seemingly meritorious from the ideas wildly or vainly conceived. But anything that has for its purpose an assistance or protective oversight should be encouraged, and it is with this thought in view that we give this space to it and the name and address of the company, which are the Dallas Co., Dallas City, Ill.

What He Really Wanted.

A clerk showed forty patterns of gingham to a man whose wife had sent him to buy some for her for Christmas, and at every pattern the man said: "My wife said she didn't want anything like that."

The clerk put the last piece on the shelf.

"Sir, he said, 'you don't want gingham. What you want is a divorce.'"

Since 1897, Canada has paid in bonuses to cold storage creameries the sum of \$57,675.

The distance from Halifax to Vancouver is greater than from London to Halifax.

John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Manseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



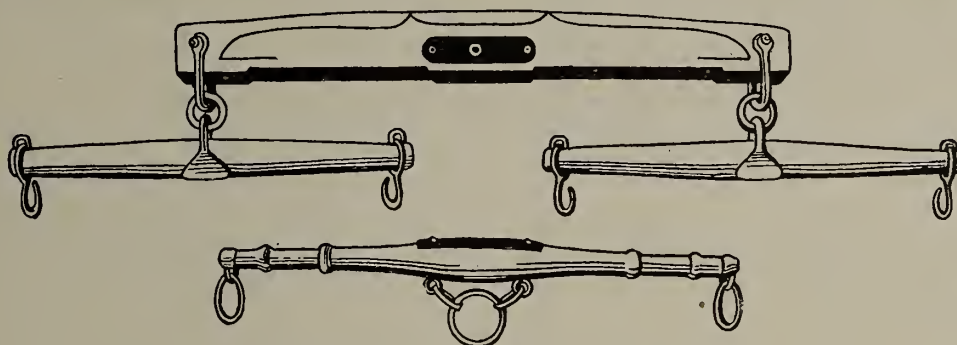
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois.
John Deere Plow Company, Omaha, Nebraska.
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado.
John Deere Plow Company, St. Louis, Missouri.
John Deere Plow Company, New Orleans, Louisiana.
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas.
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa.
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS

**We Have
the Goods.**



**We want
your
Orders.**

Wagon Sets made in 3 sizes.

We have secured an exceptionally fine lot of stock this year for our Wagon Sets, Plow Doubletree Sets and Agricultural Sets. Try them. We can supply you with Duplicate Plow shares for almost any Plow. We guarantee the quality, and we know the price is right. Why not have some oil cans with your name on them, they sell good and keep on working for you after sold. Don't forget us when you are in the City, we have some interesting things to show you and talk about. Our place of business is on Higgins Avenue a short distance East of the C. P. R. Depot.

D. ACKLAND & SON, Ltd., Winnipeg, Man.

THE STANDARD by which OTHERS are JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

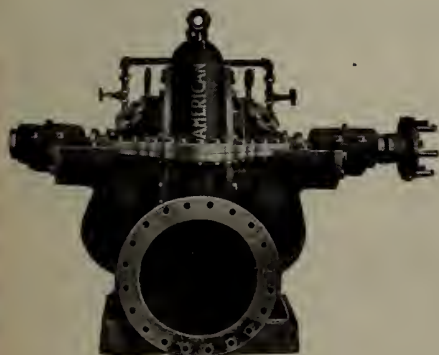
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



Dairying in Texas.

I came to Texas a little over twenty-one years ago, and lived in the city of Houston sixteen years. I did not like Texas at all! I liked the people I met, I had good neighbors; but, somehow, I didn't like Texas.

My husband, being a locomotive engineer on the Southern Pacific running out of Houston, finally had an opportunity to go with the Texas and New Orleans, and had a run between Dallas and Athens. We liked it so well at Athens that we bought a farm

there, and since that time I have been running the farm, while my husband runs his engine.

I soon found out that there wasn't anything the matter with Texas, but that the fault lay with living in the city, and that Texas was all right. While I lived in the city I did not have a cow; but, as soon as we purchased our farm my first thought was to buy a cow, which I did, and was very fortunate in getting a good one. We had all the milk and butter we could use, and more. I used butter instead of lard, and gave away considerable.

The next year my husband fixed a place in the pump house so I could keep my milk and butter in better condition, and thus be able to sell the surplus. The deep wells of good, cold water in Henderson county are a great help in keeping cream in good condition.

I kept a strict account of all the milk and butter that one old cow gave me, and that year she netted me over \$85. Naturally, this made me feel as though Texas was a pretty good place for dairying. I then purchased two other cows, and they soon paid for themselves. I now have 20 cows and heifers,

seven of them in milk, and a very fine Jersey bull that I bought at the Dallas Fair last year to head my herd.

Some will tell you that cows will not do so well here as in the north. It is because the climate here is so much more favorable to dairying that the farmer thinks it unnecessary to provide shelter for his dairy cows, and when a norther strikes us about all the shelter the faithful cow gets is a tree or the outside of a crib. No wonder she does not do so well.

Then, again, Nature has provided so lavishly for the dairy cow

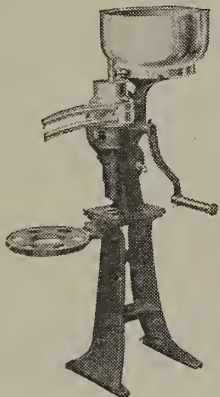
A LARGER OPPORTUNITY FOR YOU

Are you satisfied with your business outlook? Or would you consider a larger opportunity?

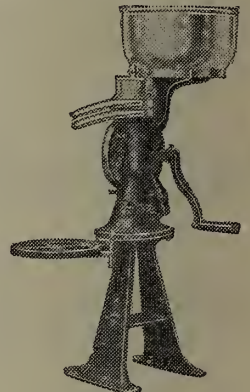
We can show you the way to a larger opportunity, where your ability as a business builder will be put to the test, and the rewards of your success liberally paid for.

The Empire Cream Separator Company of Canada, Limited, have a number of local agencies to offer energetic men. To the **right** men the best agency contract in the Dominion will be given.

Ask our Sales Dept. for full particulars. Get in line for more money.



EMPIRE DISC.



EMPIRE CONE.

Empire Cream Separator Co. of Canada, Limited.

H. P. HANSEN, Western Manager.

230 Princess St., Winnipeg.

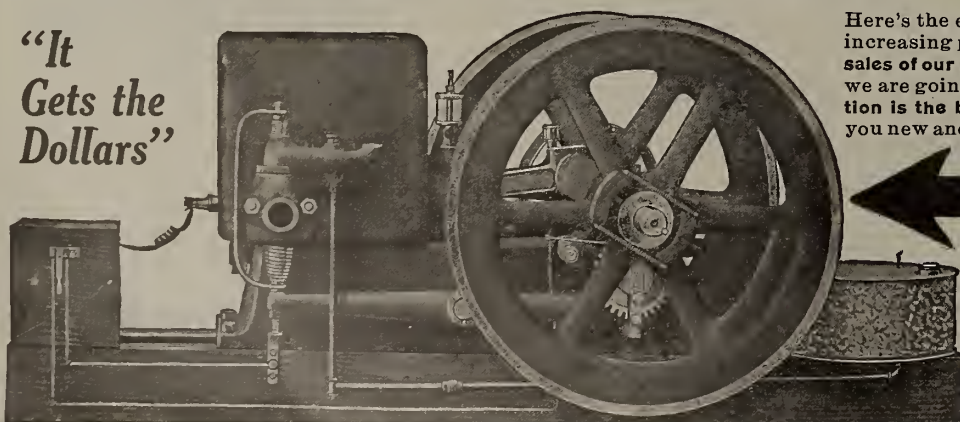
TORONTO

MONTREAL

SUSSEX

A GOOD DEAL FOR THE DEALER

"It Gets the Dollars"



Here's the engine that brings the orders and profits. The increasing popularity of our JUNIOR Engine doubled the sales of our agents during 1911—that was a good record, but we are going to beat it this year. Our new 1912 proposition is the best we have ever offered them; it will bring you new and bigger business with less effort and expense.

**OUR
SQUARE
DEAL
POLICY**

A complete line of sizes that gives you a chance with ever customer, Junior Engine 1½, 2, 4, 6, 8, and 11 HP, with Standard Engines in sizes 5, 7, 10, 12, 15, 20, 25, 30 and 40 HP. A FIVE year guarantee. Good points and improvements that convince with prices to you that makes the engine business worth while. Write at once for exclusive agency proposition. We protect you and aid you.

WITTE IRON WORKS CO., Kansas City, Mo.
Branch Distributors **EMPIRE CREAM SEPARATOR CO., Winnipeg.**

in the way of green pastures that the average farmer does not think it necessary to feed her anything else. Indeed, I hear a great many bragging about such and such a cow giving a certain amount of milk, and hear them say "and I don't feed her a thing," or "I only give her a handful of hulls!" I am sure I don't see why they should brag about missing her!

The only reason I can give is that a man who talks that way possibly has a cow on his hands that he wants to sell.

The facts of the matter are these: dairying can be carried on much cheaper in Texas than in the northern states, for can we not have green pastures while theirs are covered with snow? And, with rye, oats or rescue grass for winter pasture, and Bermuda grass and Japan clover for summer, we have practically a green pasturage the year around.

Now, one word in regard to the forage crops of this great state: peas and goobers grow to perfection, and they make the best of feed, besides preserving the fertility of the soil. Kaffir corn makes the best of fodder, and is well adapted to our climate. I have at the present time a piece of Kaffir corn, which, during the recent long drouth, seemed to be drying; but, since the rains, it has freshened up, now being as green and pretty as any I ever saw, and looks as though it had never heard of a drought. It is planted broadcast, for the reason that we were behind with our work, and planted it that way because we did not think we would have time to cultivate. Before this we have planted in drills and cultivated.

The leading dairy states of our Union have proven the fact that

dairying is a profitable business. The wealth of the farming interests of Iowa, Illinois, Minnesota, Wisconsin, Michigan, New York, and other northern states, can be assigned, in a large measure, to the dairy cow. Now, why can not dairying in Texas be made still more profitable, when it can be carried on so much cheaper and when we obtain equally good prices for our products. Then, again, think of the fertility of our soil. Wisconsin has demonstrated for us what the one-crop farming system will do to the soil, and it has also demonstrated what dairying has done in the building up of that soil. Why should the farms of Texas be allowed to wear out by continual cropping in corn and cotton, cotton and corn, when every advantage is here to successfully follow the dairy business? And hand in hand with the dairy business is the hog and poultry business. Not that I would advise the farmer to stop raising corn and cotton. Raise plenty of corn for home use, cotton for your money crop, but at least have cows enough to run on a cash basis.

You who are new to the business start in with a few good cows; not more than you can well care for, but a few good ones that you can feed and shelter, and you will find that these few dairy cows will pay your grocery bill and let you run on a cash basis. Then you will be able to sell your cotton, and put your money in your own pocket instead of the pocket of the money lender. Then you will be able to keep your children in school, instead of the cotton patch. Texas is entirely too far down on the list of states in the percentage of school attendance.

One thing that the Texas

farmer seems slow about learning is how to feed his calves. Because his father or his grandfather let the calves run with their mothers when land was cheap and they did not expect any profit other than the calf, they still seem to think that the only way to milk is to let the calf help them. So they go to extra trouble and expense to keep up the calf. When milking time comes the farmer turns the calf in with the cow, and the calf starts the milking. Then the farmer pulls the calf off while his wife usually does the milking. He then lets the calf back to its mother to finish up the job, and lets the calf get the best part of the milk. Then they wonder why their cream check is not larger, and conclude that dairying is not a success.

I have not the time to go into details as to how a calf should be

raised. However, as I am now running a creamery, and making butter from what cream I can buy in connection with my own, I try to show my patrons how much more profitable it is, and how much better both their cows and calves will do if they feed them the sweet skim-milk fresh from the separator, instead of letting the calves help do the milking.

Another very important point for the dairy farmer to remember is to manage so as to have his cows freshen in the fall. The cow when fresh will respond to the feed you give her through the winter, and you will feel well repaid. When spring time comes she will virtually freshen again, thereby giving a more uniform flow of milk through her whole milking period. The calf, having the skim-milk through the winter, is able to rustle for itself when spring comes,

DE LAVAL CREAM SEPARATORS

Offer the Greatest Profit to Agents.

In actual margin between buying and selling prices, the possibility of a far greater number of sales, less expense in selling, and less expense after the machines are sold and the establishment of a growing and permanent cream separator trade,



THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

BIG REWARD



Implement Dealers will be well rewarded by handling

The Famous

"Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—it will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

with so much tender grass, and it never stops growing one instant, but catches up with and makes a better animal than the spring calf. As the calf does not need the milk in the spring, it is well to have a litter of pigs coming along about this time. You see, you can raise both your calf and a litter of pigs off the skimming from one cow. Then there is the cream to figure on, and the price of butter-fat, as we all know, is much higher in the winter.

So, by all means, let us have more winter dairying, more hogs and more chickens, and we will be sure to have better homes, better roads, better schools, and when our children meet with their city cousins they will not feel as though there was such a vast difference in their social equality. —Mrs. Albert W. Brown.

The Betterment of Rural Home Life.

By Mrs. Byrtha L. Stavert at the Homemakers' Convention, Saskatoon, Sask.

In discussing "The Betterment of Rural Home Life," it is not my purpose to elaborate on the advantages of up-to-date labor-saving devices much as they do improve the farm home conditions. The agricultural papers and magazines are full of bread mixers, washing machines and fireless

cookers these days, and nearly every enterprising farm women's society has given this topic a prominent place on its season's program. However, in passing it may be interesting to you to learn what Mrs. Widstoe told the women who attended the first Congress of Farm Women at Colorado Springs, last fall, where she gave a very excellent paper on labor-saving devices.

In order to gain material and statistics for this paper Mrs. Widstoe made a personal canvass of many farm homes. On one farm in particular she found all of the most improved implements, such as plows, disc harrows, drills, cultivators, rakes, binders, etc., left right where they had been used last, exposed to the elements which wrought such havoc that many parts of the machinery had to be renewed every five years. In estimating the value of this equipment, Mrs. Widstoe said that she was sure it must have cost at least \$14,000, perhaps more. In the home of this apparently prosperous farmer there was only a sewing machine to help the woman with her work, and this was expected to last a lifetime and must on no account be used by the children.

Another farm home was visited where the equipment was more

evenly balanced. There were not only good implements for the field work, but there was a water system in the house, washing and sewing machines, a bread mixer, a vacuum cleaner, and a rosy cheeked happy mother surrounded by obedient, joyous children. This man was called extravagant by his neighbors, simply because he had spent a fair share of his income to make his home a better place to live in.

Benefits of Better Homes.

Better homes are directly the result of rested mothers, not especially patient mothers, because there is a certain kind of patience which amounts to suppression and has a depressing effect on all those who have to live in close contact with it. The fretty, tired, discouraged mother is not only a poor homemaker, but no fit companion or governor for growing children. I say this advisedly because I know from experience that fretfulness, that tired utterly discouraged feeling which quite unfits a mother for her work, and when allowed to become chronic, turns this beautiful world of ours into a wilderness of desolation.

What I chiefly want to talk about in discussing the subject of "The Betterment of Rural Home Life," is the farm woman's attitude toward the conditions which surround her home. Out here on the prairies the serious work of nation building is going on. Until this western country was opened up to the great army of homeseekers, which have swarmed over our land, Canada as a nation was simply a little fringe of people along the border with a vast almost unknown frozen territory stretching away indefinitely toward the north. Comparatively few years have wrought the change which has placed Canada among the proudest and most prosperous nations and the prairie farmer and his brave wife have done it all. We have demonstrated to the whole world that we have the best soil and the best wheat, and we must keep up this high standard in our homes.

We need the rural church with the spiritual uplift and social intercourse it affords, we need the model rural school for the education of our children, we need good roads to enable us to attend these institutions, but we must have homes for the growth and development of wholesome man and womanhood.

When I look over the prairies I marvel at the courage and fortitude of the women who make their homes here. The monotony and drudgery of daily routine in

such isolation, must mean in many cases a very drab existence. But I do not wish to place a special emphasis on the farm mother's hardships. There is plenty of hardship in almost every walk in life that is part of the burden we have inherited and must carry, but there are ways of carrying it.

Bear Your Burdens Aloft.

I remember as a very little child being down on a cotton plantation where the farmers grow sheets and pillow cases instead of bread as we do here, and I watched the negro hands filling the great clumsy field baskets with the soft white stuff. When they were full the women would swing the great things to their shoulders and then to their heads and proudly bear them aloft across the field to the waiting wagon. I have thought of this scene many times since I got to be a woman, and when I am most discouraged or there is an aching sense of being overworked, I remember the negro cotton pickers and I try to shoulder my burdens and bear them aloft. It is the only way. If we hang life's cares and responsibilities about our weak backs they will be very apt to drag us down to the depths.

I am telling you this because I want you to realize that homemaking or bettering is first of all a mental process, and here, again, let me emphasize that it is the woman's attitude towards her life and the conditions she must master that make or mar the peace and joy of her household. It does not matter whether the abode is a shack on the prairie, or the more prosperous and substantial farm house, or the great town mansion, it is only home because a woman makes it so. Just as the chemist tests milk and foods for their purity so homemaking or bettering is the test of our womanhood and we must not be found wanting.

Drudgery on the Farm Life.

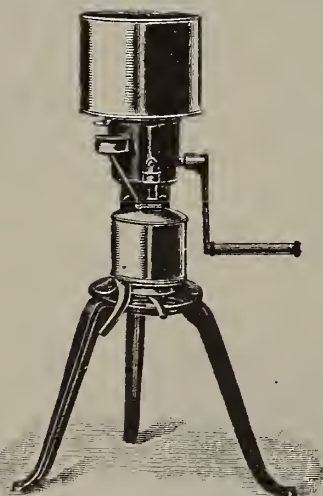
Dr. Wilson of New York City made the startling statement to the large gathering of farm women at Colorado Springs that it was the mothers who are responsible for the farm failure and the desertion of the farm by the young people. His audience fairly gasped. What could he mean? There was hardly a woman there but could tell of rising at 4 o'clock in the morning and drudging till dark, day in and day out, the year around. That was exactly where Dr. Wilson made his point! Farm wives lived such hard, unlovely lives that their husbands became discouraged and their children

MELOTTE CREAM SEPARATORS

Turn Easiest

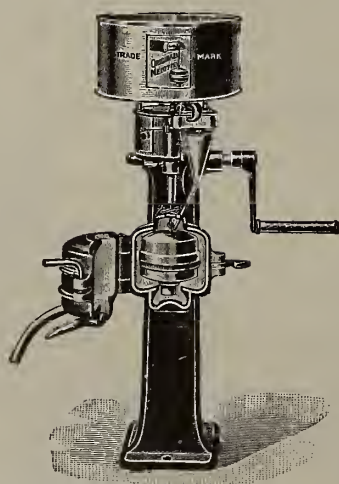
Skin Cleanest

Last Longest



LEG MODEL

280 to 720 pounds per hour.



SOLID BASE MODEL

400 to 1300 pounds per hour.

THE REASON WHY:

Lasts Longest.
Does its work best.
With least power and gives genuine satisfaction. Therefore the

"MELOTTE" is the cheapest cream separator to buy.

DEALERS, THE MELOTTE AGENCY IS A MONEY-MAKER. WE MAY NOT BE REPRESENTED IN YOUR TOWN—LET US TELL YOU ABOUT OUR COMMISSION CONTRACT.

R. A. LISTER & CO. LIMITED
197 Princess Street, Winnipeg.

left the farm to escape the awful drudgery that mother had endured.

I believe this is true. A woman who must be a wife, mother, housekeeper, gardener, poultry-keeper, calf feeder, and several other things, can hardly be expected to have much time for ideals or real homemaking. There is one unfailing remedy for every ill or hardship whether it is experienced on an isolated farm or in an equally isolated city apartment building and it is the right attitude. It means better homes, happier children and a larger measure of contentment for the whole family circle.

In conclusion Mrs. Stavert predicted a large attendance at the Second Congress of Farm Women at Lethbridge, Alberta, Oct. 21-25, and reported great enthusiasm in the work wherever she had travelled.

Collecting in Queensland.

"No hurry, good boss! Current too strong, mine thinkit," the black boy guide said to me as he and his "brumby" struggled back up the few remaining feet of what used to be the steep bank of a river. This was after making half a dozen unsuccessful trials to cross one of our Australian rivers in flood. But let me start at the beginning. This is not an account of a successful collection, but merely a brief description of the conditions under which we have to work here at times.

In Queensland, we flatter ourselves that we are civilized and up-to-date with the best of them, but there are still many thousands of miles of country where the trail has yet to be "blazed." We had sold a plow to a Mr. Neverpay, who had located himself about 3,000 miles "back o' beyond," and for four years had successfully evaded payment. Prospects took me into that particular part of the country, and I was instructed to look up and interview this gentleman. Upon arriving at my destination, inquiries at the apology for an eating house, revealed the fact that Mr. Neverpay lived in one of the most inaccessible parts of the country. To make things worse, it had been raining heavily for a couple of weeks, and raining as it can rain only in the tropics, with the result that all the creeks and rivers were in flood.

However, it had to be done, and after securing a horse and a black boy guide, I set out early the following morning, hoping to reach my quarry by nightfall. It was another case of "the best laid

plans, etc.," for, after negotiating successfully five swollen creeks, by swimming and wading, we came to the last river just about dusk. As we had lost our lunch in crossing one of the creeks, and were cold and wet to the skin, the idea of swimming across the river was not any too pleasant—apart altogether from the fact that with the flood waters coming down it was dangerous. Prospects of supper and dry clothes urged us on, while a look at the cold, yellow water gave me "creeps," and I had visions of rheumatics for months to come. However, I decided to go on, and wishing to be polite, I said to the black boy, "After you," and sent him in first.

This brings me back to the beginning—it was impossible to get across on account of the current being so strong. So there was nothing left to do but to camp and wait for daylight—very nice, with no blankets, no supper, and very naturally no sleep. I offered up many prayers for Mr. Neverpay that night. To be perfectly candid, they were not for his salvation. Morning eventually came, and after trying further down the river, we finally got across, and to the house of our prey, only to find that—slow music, please—he had skipped three days before!—By H. R. Davison in Harvester World.

Printing in Prison.

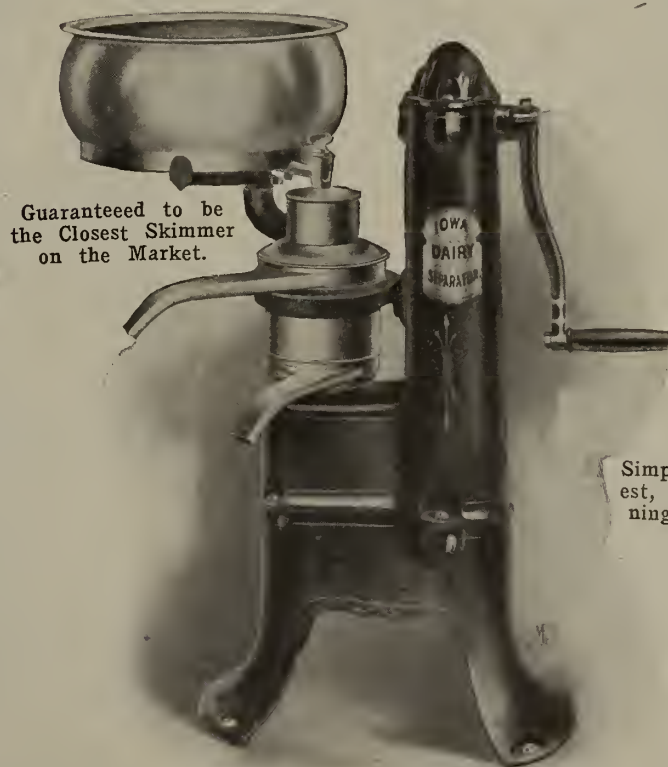
The San Francisco Star in a recent issue printed an excerpt from one of the state papers in which it was recounted that, since the law passed by the last session of the legislature permitting articles used by the state to be manufactured by convict labor, a printing plant had been installed at the San Quentin prison and the calendars of the Supreme Court had been printed there, stating that heretofore this work had been done at the state printing office, but that with convict labor it could be done much cheaper. The paper also expressed a fear that "all the state printing would eventually be done in the prison." Editor Barry makes the following comment, which is full of meat: "We fear none of your fears. We know printers, because we are one of them. They do the damndest foolish things betimes in the name of the Lord, but few of them ever commit a crime, and in the state prisons of California to-day there are only enough to 'get out' the Supreme Court calendar, which is issued we believe only once every three months, and which any 'tyro'—not necessarily a 'typo'—might be able to manage."

The Largest Cream Separator Factory In The World Makes You A Liberal Offer

YOU cannot afford to pass this offer up without the fullest investigation. If you know about separators you know the Iowa is the best made in every feature. If you are unacquainted with Iowas, we are glad to send our traveller to you right away and he'll show you why we say "best made."

Our immense output, the largest in the world, enables us to sell at a very low margin. Hence we can quote you prices that will surprise your trade and knock your competition into "smithereens."

The 1912 Iowa Dairy Curved Disc Model



Guaranteed to be the Closest Skimmer on the Market.

Simplest, Strongest, Easiest Running, Easiest to Clean.

Write To-day for Special Prices and Terms—and Grasp an Opportunity

IOWA DAIRY SEPARATOR CO.

MINNEAPOLIS, MINN., U.S.A.

Canadian Shipping Point - Winnipeg, Man.

Wanted—Men With Initiative.

Initiative is the factor that goes to command salaries which to some of us look to be beyond all proportion to the services rendered; original ideas are wanted and the price is willingly paid for them. The old stereotyped methods of doing business have been shouldered out and the thinker has taken the place of the man with the overalls.

A New York firm the other day advertised for a man to fill an important position and among other qualifications the advertisement stated that he must be capable of "confronting antagonism;" this firm required a man with "backbone;" with sufficient stamina to enable him to surmount difficulties without being discouraged; with the courage to fight fire with fire; one who would not give up in the face of adversity.

To the average reader this would not seem to be a difficult man to find, but he is the scarcest atom of humanity on the employment market to-day; a man of these particularly exceptional qualities is generally too ambitious to rent his services for any stipulated amount of money and prefers rather to take what the

gods provide as a recompense for his efforts in his own behalf.

The man with initiative does not run to the head of the house with the perplexing problems of the day, otherwise he would not command the high salary that is paid him; he must solve them himself and must fight out each individual business conundrum without assistance.

A young Chicago man, who occupies a position high up in the manufacturing world, says: "I consider that I am paid for solving problems that present themselves and that I must fight them out alone whenever possible, otherwise I should not be worth half the money I am getting and would sink to the level of an ordinary clerk. Acquiring the habit was well nigh impossible and for a time I felt that it could not be done, but after the first struggle was over the next was easier and they have been growing less worrisome with each encounter. I do not mean to say that they are easy but simply that one with determination may often overcome the seemingly impossible."

This is the kind of employee that is being looked for these days; the man who can be ab-

solutely relied on both as to his loyalty to the firm who employs him and in his discretionary abilities; the power to think and act for the firm without consulting his superiors; to him the assurance is extended of continual employment at high salaries.

A Scarcity of Steel Rails.

At a meeting of the Saskatchewan Legislature on February 19, 1912, a resolution was unanimously adopted calling upon the Dominion Government to abolish the duty on steel rails from the United States until the Canadian manufacturers should be able to meet the demand. It was pointed out by a member that the Canadian mills were 37,000 tons behind in their orders. (The duty on steel rails imported from the United States is \$7 per ton; from the United Kingdom, \$4.50 per ton.)

The rapid development of western Canada has made it impossible for the railways to keep pace with the demands. While the programs of the railways for the current year indicate great additions in steel mileage, they are dependent entirely upon their ability to get the necessary rails. The Grand Trunk Pacific in outlining

its program for the year puts stress on its ability to carry out the construction of branch lines 'provided it can get the steel rails.'

The greatest railroad development during the year will likely take place within the Province of Saskatchewan. Already there are hundreds of miles of roadbed completed in this Province awaiting the laying of steel. The Provincial Government has guaranteed the bonds of the railways within the Province to \$13,000 per mile, and it is stated that upwards of 600 miles of roadbed within the Province has been completed and waiting for rails for two years.

Canary Birds in Mine-Rescue Work.

That canary birds are destined to play an important part in mine-rescue work was proven for the first time to the United States government in its rescue work recently at the Cross Mountain mine explosion at Briceville, Tenn., in which 89 miners were killed.

It was the first chance for the government rescue workers to test the value of canary birds in connection with their work, and for the first time the rescue cars each had from one to three dozen birds on board as part of their equipment. It was known that the canary bird is very susceptible to impure atmosphere and this led the government experts to experiment with them in air of unknown quality in the depths of mines.

Government rescue men equipped with the new oxygen-making machines strapped to their backs, and protected with hose leading into their mouths, entered the mine depths with these canary birds and a squad of unmasked volunteer rescuers. The birds were watched closely as the party moved further into the tunnels of the mine.

As long as the birds remained cheerful and hopped about in their cages it was known that all was well with the surrounding atmosphere, but suddenly when the birds began to droop and gasp for breath it was realized that the traces of the deadly "afterdamp" were present and the unmasked volunteer rescuers with no oxygen equipment had reached the place for them to stop, for no one but the men with the oxygen machines could penetrate into the death-dealing atmosphere beyond.

The canary birds drew the line of safety. At no time were the rescuers exposed to the dangers of the afterdamp.

Ann Arbor

25 Years on the Market

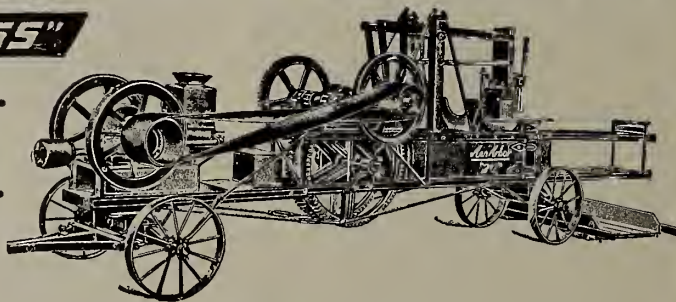
"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.

Capacity 20 to 35 Tons in 10 Hours

ANN ARBOR "20" for 3½-6 H.P.

Capacity 12 to 25 Tons in 10 Hours



ANN ARBOR "Columbia" for 10

to 16 H.P. Steam or Gasoline

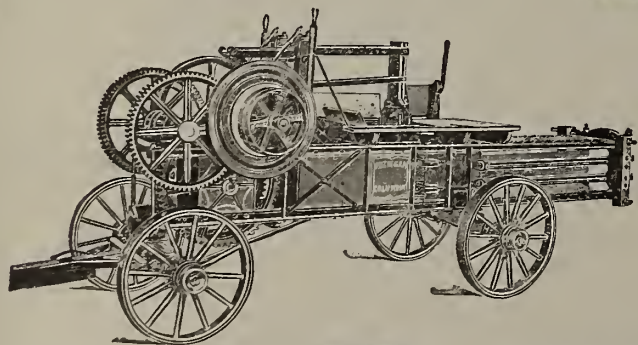
Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"

2 Stroke—32 in. Feed Hole

Capacity 10 to 20 Tons in 10 Hours

Agents secure large portion of Canada upon application



PRICES MADE TO MEET COMPETITION

Ann Arbor Machine Co., ANN ARBOR, MICHIGAN BOX 43 U.S.A.

80 Miles an Hour by Air.

An ocean-going motorboat with biplane wings is being built for Walter Brookins, one of the first aviators to be trained by the Wrights. As soon as the weather is milder the noted young aviator purposes to fly his unique craft from New York City to Atlantic City, N.J., as a test. He hopes to make the ninety miles, covered by an express train in three hours, in less than an hour and fifteen minutes.

Brookins has been planning every detail of the craft for the past year, says Gas Energy. When he came to New York recently he brought the drawings with him and hunted up a boat builder to construct the marine craft. The wings for the aerial motorboat are being built in an aeroplane factory.

The motorboat is to be built entirely of metal and will be about thirty-five feet long. It will have the long rakish lines of a torpedo boat. In effect it is to be a torpedo boat to be hurled through the air. The biplane wings will be fixed to the forward part of the boat. The motors are to be placed in the bow and a propeller for flying purposes will be placed in

front. A marine propeller will be fixed in the rear.

The craft is built to fly seventy-five miles an hour. Brookins purposes to start the aero-motor-boat in the water, and after acquiring sufficient running speed he will lift it in the air. He hopes to be able to fly the craft at any height he desires. When he reaches the port where he wishes to descend he purposes to land on the water within one hundred yards of his pier. The craft will be run to its landing stage as a motor boat.

"Hydro-aeroplanes are very well as far as they go," said Brookins in discussing his craft, "but the trouble is that they do not go far enough. I have flown a hydro-aeroplane, but it did not seem to me to be very practicable. You can't fly a hydro-aeroplane in any kind of weather when the wind kicks up the water. If you should happen to land on the water with a high sea running you smash your craft. It is absolutely impossible to save it.

"I started to work on this machine of mine because I wanted something that I could run on the water whether I was plowing through the ocean or a river.

With the present hydro-aeroplane you can only navigate on a river. To attempt to do anything on the ocean at any time is utterly out of question. An ordinary rolling sea will crumple up a hydro-aeroplane like a bit of tissue paper.

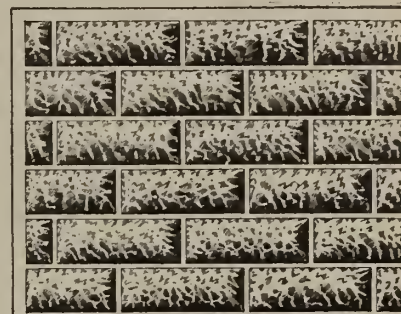
"The motorboat I am having built will be able to cross the ocean if necessary. It will be constructed wholly of metal and its lines are speedy as any racing marine craft that has ever been built. It looks exactly like a torpedo. It will be non-capsizable, can carry plenty of fuel, food and baggage. The wings will be the ordinary biplane flying surfaces except that I will use a flexible wing the camber of which, or the angle, will be changeable. In other words, I intend to start on the water with a wing surface that has all the curve of the ordinary aeroplane. But when we get into the air and want more speed I will be able to change the curve so that the surface will be absolutely flat if desired. The flatter the wings, you know, the faster you can fly. This feature of the craft is patented.

"I have built the machine in this way because I wish to be able to survive if the motor stops in the air and I am obliged to glide into the water. With this motorboat

METALLIC SIDING

FOR

Houses, Stores and Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. See from Catalogue and Samples.

THE

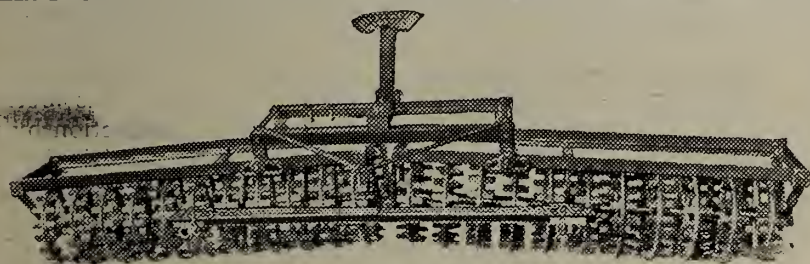
Metallic Roofing Co., Limited

MANUFACTURERS.

WINNIPEG, MAN.



Head Office: TORONTO, ONT.



12 and 15 Foot.

NEW PACKER has high oscillating frame, perfectly balanced on axles. All pole weight eliminated.

Axles and wheels revolve independently, ensuring light draft, and no wearing of the hub bearings.

NEW PLOW has four point rest for beams.

High beams give ample clearance in long stubble and weeds.

Set off draw clevis gives horses plenty of room.

Supplied with either long or short boards. Boards clean in all soils.

Dust proof bearings on wheels keep the oil in and dust out.

Beam bracing runs down into rear head.

Massey-Harris Company, Ltd.

Winnipeg. Regina. Saskatoon. Calgary. Edmonton.

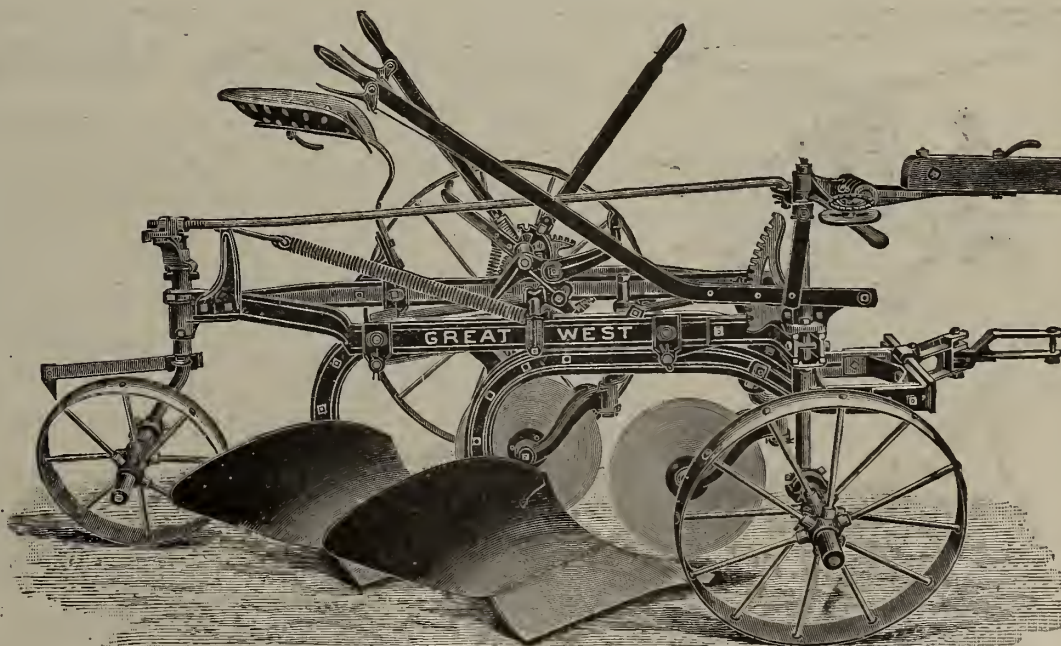
Your Decision

TO BUY A

MASSEY-HARRIS

New Packer and "Great West" Plow

will be a decision that will please you more and more as your use of these implements continues.



12 inch and 14 inch GANGS:

16 inch SULKY.

I will be safe in any sea. To all intents and purposes the boat can tumble over and over and will not sink. If the sea is not extraordinarily rough we can run under power until we repair our motors. If the weather is too severe we can chop away the aeroplane wings just as the mariner sometimes cuts away his sails and run into port as a marine craft.

"But I have not the slightest fear that such action will be necessary, however. I intend to make the trial flight between New York and Atlantic City. It takes an express train three hours to cover these ninety miles. With my craft I believe I will be able to fly it in less than one hour and fifteen minutes.

"The speed is what I am after. I believe that a craft of this kind can be developed into a vehicle useful for long, swift trips over water. It is my hope that I will be able to demonstrate that such a craft can be enlarged sufficiently to make it valuable for freight carrying and mail carrying with much more speed than is possible to-day with ships or trains."

Keep the Farmer's Son on the Farm.

The state of affairs now existing in Ontario proves without a doubt that there is little to encourage the farmers' son to remain in the pursuit of agricultural methods of gaining a competence. The migration within the past year to cities by sons of the soil has been so great as to arouse comment by the press and in the Provincial Legislature and those in high places in that Province are now racking their brains in order to arrive at the correct analysis of the answer to the ques-

tion "How may we keep our sons on the farm?"

This condition also obtains in the Western provinces, though to not anything like the same proportions which it has attained in the East; however, it is a matter to be given careful thought if we are to conserve the art of farming start capable and experienced men. The overstocked city holds out no prospects for advancement and financial independence comparable with those extended by the farm.

We have personally noted many instances of bright and intelligent youths who have in a moment of depression deserted the ancestral roof tree, with its homely comforts and few responsibilities, for the elevated occupation of driving a city milk cart or a transfer wagon at \$1.50 per day, from which vocation it is very difficult to rise to any position of distinction. In many cases the farmer's son has made good, but we venture to submit that these cases have been confined to times that are past, when an individuality was perhaps more essential to success than a thorough business trainning.

Now-a-days the inexperienced man gets scanty welcome from city business men; one must be a specialist to attain a point financially where he is permitted even a few of the luxuries of life, consequently the unsophisticated has about one chance in a million to "hit a pay streak," and the odds against him are, in our estimation, too long to make the business career of the farmer's son in the city a safe bet.

We believe that the improved methods of tilling the soil now being used will engender enough in-

terest to the youth to keep him within the confines of his father's "place," or to at least keep him a farmer; the days of infinite toil and labor are now relegated to history, and the agriculturist may avail himself of labor-saving devices that make the vocation one that is more of brain and less of brawn than previously. The gasoline engine now saws the wood; the boy does not now have to crick his back over the saw horse, nor blister his hands on the old-fashioned churn handle; nor wear his life out pumping water for the horses and cattle. He follows no more furrows on foot from dawn to twilight, nor is it necessary for him to stumble wearily behind a drag harrow all day. Modernism has taken care of all these things and many more for him. It is only consistent to infer that his lot in life is therefore more acceptable to him and that consequently he will prove to be a brainy, thoughtful, industrious farmer, instead of the disappointed disheartened old man, at forty, at a city desk or other thankless task.

It is the duty of every man of business who comes in contact with the dissatisfied son of a farmer, to dissuade him by every means possible from taking a step that will eventually mean serious loss to him, and we know of no one better able to do this than the implement dealer.

Alcohol from Potatoes.

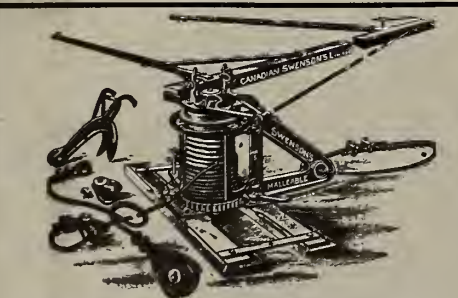
A very large percentage of commercial alcohol is distilled in Germany from the otherwise innocent tuber, the potato, and as several traction engine prognosticators have prophesied that in the course of a few years the farmer will use power on the farm ex-

clusively and at such a reduction in operating cost that he will burn nothing but alcohol as a fuel, which he will distill from plant growth, it will be well for us to explain in advance of evolution the manner in which our friends, the Germans, produce this important commodity.

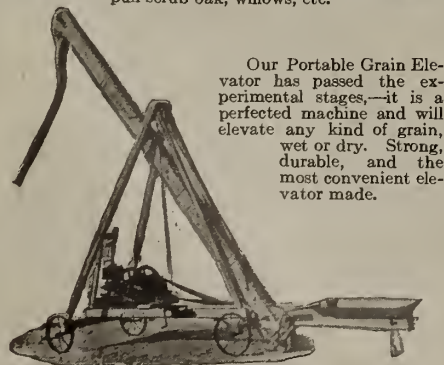
To reduce the starch in the potato to sugar they are steamed under a pressure of about ten pounds, in a conical boiler, until they are of a consistency sufficiently soft to allow them to be squeezed through a mesh with sharp edges into a meshing tub, where a cylinder which revolves at a high rate of speed thoroughly mixes them, and malt is added to induce fermentation. The process of fermentation occupies about half an hour in a temperature of approximately fifty-five degrees centigrade, and reduces the potato starch to a soluble sugar which when treated with an artificial yeast is converted into alcohol. When fermentation is not apparent within a short time a solution of fluoride of sodium is added in order to kill certain plant germs which hinder the mixture from fermenting.

"The Baler for Business."

The Ann Arbor Machine Co., of Ann Arbor, Michigan, have announced to the trade that the growing demand for a large size, medium-priced and medium capacity hay baler has been the cause for the production by them of a new model which they have recently put on the market, and which is a modification of their old style "35," but in 17 x 22 size. This firm is one of the largest manufacturers of this type of machinery in the United States.



Our Pullers are specially designed for Western Canada and are the only machines that will successfully pull scrub oak, willows, etc.



Our Portable Grain Elevator has passed the experimental stages,—it is a perfected machine and will elevate any kind of grain, wet or dry. Strong, durable, and the most convenient elevator made.

MONEY MAKING SPECIALTIES.

Mr. Dealer: Don't you know that there is more money for you in selling specialties than in staple lines? Our line of specialties includes Swenson and Rustad Stump and Brush Pullers; Meadows Portable Grain Elevator and Wagon Dump; Meadows Power Washing Machine (engine or electric).

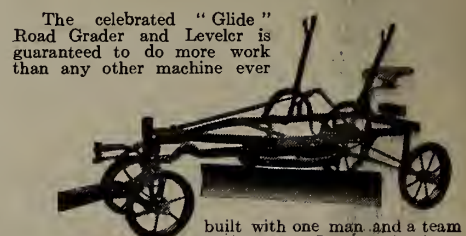
Let us give you full particulars,—we can readily convince you that there is good money to be made by controlling the sale in your territory of these goods. Only one live agent in a district,—will you be the one?

We now have Western headquarters at Winnipeg and will promptly take care of all orders.

Canadian Swensons Limited
410 Chambers of Commerce, Winnipeg.



Our Power Washing Machines, fitted for either engine or electricity, are the most common sense and simple on the market. Will wash and wring at the same time or separately. Let us tell you all about it.



The celebrated "Glide" Road Grader and Leveler is guaranteed to do more work than any other machine ever built with one man and a team of horses. It is so simple to operate that a boy can easily handle it.

Winnipeg as a Manufacturing Centre.

It is now no fallacy that Winnipeg is the logical manufacturing centre of the West and will continue so to be. Geographically it is the one correct place in this western country for operations of a constructive nature; it has more power at the present time than would operate all the factories that would likely be erected within its bounds in the next dozen years, freight rates on raw material are such as to permit the advisability of a saving over the manufactured product being imported from the East, and the tariff between this country and the United States is sufficient to protect the manufacturers who establish here.

In the census taken in the year 1905 it was shown that in the three prairie provinces there were a matter of 550 industries of various kinds and of this number at least two-thirds were to be found in Manitoba; 13,822 hands being employed in all and something like \$37,000,000 being invested in plants and machinery. It is estimated that at the present time this sum total of industries has increased by at least one third, and that Manitoba still remains in the premier position as to ratio.

The feasibility of manufacturing in the West has long since been proven; the cry that went up to the heavens a few years back was that the extremely high cost of living would always preclude the successful operation of industrial enterprises in Winnipeg, the claim being made that workmen could not be induced to live in a locality where it cost them all they could make to pay rent and living expenses. This condition of affairs is to a great extent altered; cost of provisions and rental are in many cases not in excess of those asked in Eastern cities; in fact market reports for the past few months have compared favorably with those of Toronto and Montreal, and the wages paid are considerably better. Rent, in times past, has been rather more than it can consistently be expected for the working man to pay, but the large number of houses erected each year will tend strongly to bring the standard of these prices down and this will help to make conditions, for employees of manufacturing plants, ideal.

The legion of successful men, who have gained their financial independence in the West, have

not depended on the wages that they made to gain this independence; they have grasped the many opportunities for the investment of small amounts and have been able thereby to spend a long autumn of life in comparative luxury. This in itself should be sufficient to attract the intelligent working man to us, and will when we have enough factories to assure him constant employment, irrespective of the high cost of living or other bug bears that may be put in the way of his migration by Eastern manufacturers, who in the past have benefitted by his temerity of action in this respect.

It is a fact that skilled workmen in Eastern towns are paid a wage that makes it impossible for some of them to raise the railway fare to Winnipeg. The writer knows of a certain large concern, who make a boast of the long life of their firm and the integrity with which they have always treated the buying public. This concern is actually paying an average wage, to their workmen, of eight dollars per week and are employing over 900 men.

It stands to reason that the inducements for self betterment such as manufacturers in this city can make these men, will be appreciated.

Rumely Publication.

The M. Rumely Co., of La Porte, Indiana, have issued the first number of an interesting booklet which will be devoted to the interests of the various employees of that concern and will have a free circulation among shop, office, field and other employees as well as with dealers and stock holders. The publication is as yet without a name and a valuable prize is offered to the employee who suggests one that is apropos. The idea is to make the magazine a general exchange of original ideas and in this manner aid in the advancement of the employees personally as well as invaluable to the management of the company. It will no doubt have a powerful influence in this respect.

Look Here..

It is said that the man who squeezes a dollar never squeezes his wife. In looking over our subscription list it is evident to us that there are a number of women on this country married to implement dealers who are not receiving the attention that they deserve.

WHICH

Affords You and Your Customers The Better Protection?
OUR GUARANTEE

Acme steel hardened shares are warranted not to break under any condition where plowing for crop is being done. Shares guaranteed against breakage under same conditions of usage after blacksmith has drawn the temper, sharpened, heated to a cherry red and re-tempered same. Acme shares when hardened as we instruct are guaranteed to wear as long as any other Soft Center Steel Plow Share made.



Other Manufacturers' Caution

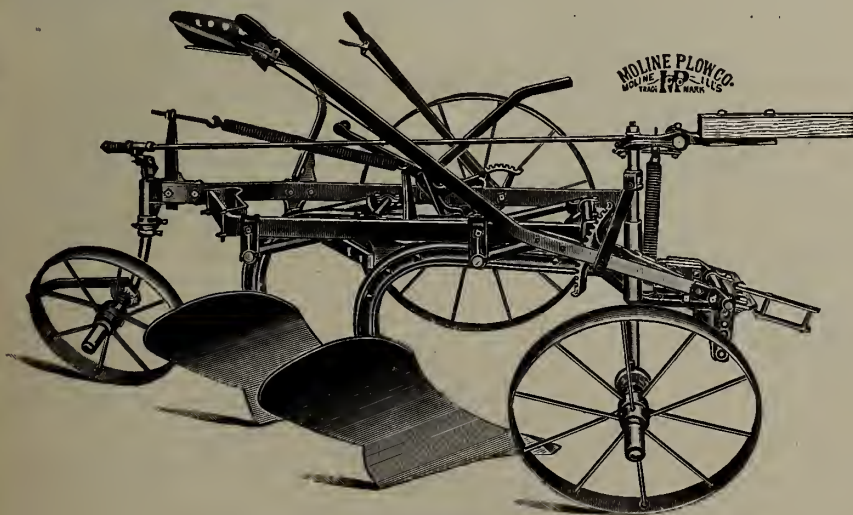
"No claim shall be made or allowed for breakage of hardened shares, shovels, moldboards or landsides."

BEST EVER GANGS

are equipped with Acme unbreakable soft center steel shares. But this is not the only point of superiority. They are light draft, scour perfectly in all kinds of soil, and require little or no adjustment.

We have a little Booklet which gives a full description of the simple and powerful foot lift, the ingenious steering device, the rear wheel adjustment and the score of other exclusive features which have made the **BEST EVER** a general favorite.

SEND FOR IT TODAY.



BEST EVER GANG.

CANADIAN MOLINE PLOW CO.

Calgary

Regina

Edmonton

Winnipeg

Who Knows All of It?

"There's an old song that occasionally rings in my head," said the successful implement dealer, "I think Sim Fax used to sing it many years ago; it goes this way: 'There are many things in knowledge that you never learn at college—there are many things you never learn at school.' It makes me positively tired to run into a chap, especially a young one who has that unmistakable 'know it all' expression on a face that would otherwise be presentable. I sincerely hate that particular expression, and I have many times refused to employ men who possessed it, even in instances where I was morally sure that the man would answer my purposes to good advantage. Now I have been hard at work for nearly fifty years, and in many ways I have made a success of my business; true, I am not a millionaire, neither am I a pauper, and I am very sure that I have not learned all there is to learn; I am seeing different little methods of doing my business every day that I did not know of the day previously, and I expect when the grim reaper overtakes me I will be still finding things out. Sometimes you will find a man with this mistaken idea who has made an actual success.

When cases of this kind have come to my notice they have but gone to strengthen my belief in the existence of such a thing as luck. I can't actually see how a man can make a positive success by conforming his manner of doing business to his own narrow lines or conception of the manner in which it may be profitably done. I know that I have made more money by observing the changes made by other dealers than I have made by following my own initiative; I have profited by other's failures and gained by their victories. I do not mean to say or have it inferred by this that I would discourage initiative in the business man; quite the reverse—what I mean to accentuate and impress is the necessity of observation and a certain amount of humility about one's self. Don't be too "cocksure," sometimes a younger man may offer a suggestion that will remedy some little thing that has been worrying you for a long time; if he does, give it a whirl—don't condemn it before you have proven it to be without merit. I notice that the large corporations that are manufacturing farm implements have appreciated the value to them of suggestions from the humblest of their employees, in

several instances a distinct and separate department has been formed in which is published a monthly journal devoted to the employees solely, and is practically edited by them, in as much as it is filled with experiences in selling, manufacturing kinks, shorter methods of doing work, and all that. This proves my assertion, if the paragon of brain and initiative, such as is required to govern singlehanded the operations of several thousands of workers, and the destiny of a concern that has millions of dollars invested in its exploitations, requires the assistance by suggestion of his most inferior subordinate, does it not seem infinitesimally small for some of us, who are trying, perhaps to carry along a business with a few thousands back of it, to sit pat and pride ourselves that we have all the knowledge of the universe tucked away in a four by five cranium.

If such a condition of affairs could obtain, I would feel a large degree of sympathy for the man who knew it all, for I consider that the joy of living is contained in the uncertainty of the morrow and what it means and what bearing it will have on myself and mine. Should I know it all, the mysteries of the great inventions of the past would hold no further charm for me; the wonders of evolution would cause me no thought; the passing of one day would be as all others; I would shrivel up and die eventually a marvel of knowledge, undoubtedly, but withall a disappointed and disinterested misanthrope.

Oyster Farms.

The Canadian Commission on Conservation is doing a work which is wide enough in its variety and scope to appeal to all. The oyster supply forms the subject of a recent report.

When eating oysters did you ever wonder where they were grown? The chances are even that they came from the United States. Last year Canada paid out over \$369,000 for foreign-grown oysters that she could have easily produced herself. In addition to this, the consumer had to pay over \$43,000 duty on them. Although the natural conditions for growing oysters in the Maritime Provinces are excellent, the annual production has been steadily decreasing. In 1882, there were 64,646 barrels harvested, while in 1907 the production was only 27,299 barrels. This decrease has taken place in the face

of an increase in price of 240 per cent. in the past twenty years, which, needless to say, has greatly stimulated the efforts of the fishermen.

We may well ask why Canada is committing the economic blunder of importing a product that she could produce herself. The reason, in this case, is that a dispute over jurisdiction between the Dominion and Provincial Governments has left the fishermen in such a state of uncertainty that he does not care to invest his capital in the artificial cultivation of oysters. The experience of other countries goes to show that the oyster industry can only be put on a permanent basis by means of oyster farms maintained by private individuals. Indeed, in the United States \$10,000,000 worth of the \$18,000,000 worth of oysters produced annually is derived from private culture. As the jurisdictional dispute now stands as a result of a decision by the Imperial Privy Council in 1898, the Provinces own the foreshore on which the oysters are grown, while the Dominion has the right to impose regulative restrictions such as close seasons and the kind of fishing gear that may be used, which could virtually render the privilege of the right to fish worthless. By the same decision it was held that both the Dominion and the Provinces concerned had the right to tax the oyster culturist. Unless the governments concerned can soon arrive at a compromise, definitely settling matters of jurisdiction so that the oyster farmer will be enabled to engage in artificial propagation, the oyster beds will be fished out. Unrestricted fishing stimulated by high prices will now speedily complete the depletion of this valuable natural resource unless private cultivation can be induced.

Sun a Lamplighter.

In the acetylene burning light-houses along the Panama canal will be installed copper cylinders exposed to the sun. When the sun rises in the morning and the rays fall upon these cylinders they will expand and close valves that admit gas to the burners. As night approaches and the sun's rays diminish in power the cylinders will contract and again turn on the gas, which will be ignited by small pilot jets.—Scientific American.

Sometimes the fellow who blows his own horn may come out at the small end of it.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

The Plymouth Dealer's Smile

The PLYMOUTH dealer is a prosperous man. He smiles. Right now his smile is broader than ever. We'll tell you why.

The Way To Save Money



SAVE money by avoiding binder troubles. Cheap twine causes extra labor through snarls, breaks and knots, besides delays and breakdowns that are expensive in rush season. Avoid them by using reliable twine.

PLYMOUTH Binder Twine

saves in labor, alone, the difference in price. It is famous for its smooth, even quality. Ties properly. Runs freely to the last of the ball. Prevents delays and extra re-tying work. For proof, ask the men who use it. The Sheaf-of-Wheat tag on the ball guarantees the best in Binder Twine. Stop in and ask about it. We can show you how to save money on your twine.

(Insert your name and address here)

The Plymouth dealer this year has *three* paying specialties. He can save his customers money and give them better satisfaction by selling the 550, 600 and 650 foot twines at prices relatively lower than those on the other grades. He will sell more people, more easily, and more profitably. Do you wonder he smiles?

Through our advertising service the Plymouth dealer in 1912 can attract more favorable attention than ever before to the twine and to his store. Besides the accompanying cut, which is one of two furnished for use in his local paper, there are cuts for his letter heads or cards, store hangers, signs and literature—including one booklet especially for his best prospects. The Plymouth dealer can secure any or all of this material free.

Best of all, the Plymouth dealer knows that the twine itself is right and always the same. Every sale of Plymouth means a steady customer. The Plymouth dealer's smile is the kind that *stays*.

Our 1912 prices to the trade are as follows:—

Standard	.	.	500 ft.	.	.	7 $\frac{1}{4}$ c
Sisal	.	.	500 ft.	.	.	7 $\frac{1}{4}$ c
Extra	.	.	550 ft.	.	.	7 $\frac{5}{8}$ c
Superior	.	.	600 ft.	.	.	8 $\frac{1}{4}$ c
Pure Manila	.	.	650 ft.	.	.	9 $\frac{3}{8}$ c

Applications from territory where there is no Plymouth dealer are solicited. For full information and a copy of "Plymouth Twine News" containing detailed description of our advertising service, as improved for 1912, address

CANADIAN DISTRIBUTING AGENTS

W. G. McMahon
(REPRESENTING LINDSAY BROS.)

WINNIPEG, MAN.

Hobbs Hardware Co.

TORONTO, ONT.



1912 Engineering Class at Saskatchewan University.

University of Saskatchewan Holds Successful Course in Traction Engineering.

A most complete and concrete course in traction engineering afforded through the intermediary of the University of Saskatchewan closed on March 8th, and was so successful that it will undoubtedly be made a yearly or perhaps half yearly fixture of that educational institution. The number of students in attendance was in the neighborhood of 165 and diplomas were issued to a great number. Four-day short courses were also held at Abernethy, Tantallon, Nokomis, Davidson and Strassburg, which met with the approval of power users and many of those who availed themselves of the four-day course also went to Saskatoon for the longer and more complete series of instruction, greater facilities for demonstrating being afforded at the University. Twenty-two different and distinct makes of stationary and tractor engines were used in demonstrating and included the following: Hart-Parr; Gas Traction Co.; Gould, Shapley & Muir; British Canadian Tractor Co.; Canadian Fairbanks; Kinnard Haines; Pioneer Tractor Co.; Aultman & Taylor; J. I. Case; International Harvester Co. (2 en-

gines); Twin City Tractor Co.; and the stationary engines were supplied by the following: Massey-Harris "Olds"; Gould, Shapley & Muir "Ideal"; Burrige Cooper "Gade"; Fairbanks 4 h.p., 8 h.p. and 1 h.p. pumping engine; the Stover; International 4 h.p.; the Stickney, and Gilson.

Economy of Good Roads.

James Smith, President of the Saskatchewan Association of Rural Municipalities.

In dealing with this subject the thought I wish to impress upon your mind is that the loss we incur through bad roads if applied in the making of roads will give us instead good roads without any additional expenditure.

Before entering upon the subject allow me to say a few words as to the importance of our public highways, and the position they occupy in the business of the world. The commerce of the world is dependent upon transportation, which for convenience we shall divide into waterways, railways and public highways, each being of equal importance with the others.

Transportation is the medium between supply and demand. Supply and demand from two constant streams flowing in opposite directions—raw material from the farm, the forest, the fishery and the mine, is constantly moving to the factories; then after being made into forms fit for the use of man, or into the necessities, comforts and luxuries of life, are carried back to the consumer as finished products. I think none will dispute that the agriculturist is both the largest producer and the largest consumer. When none but the Red man occupied the land, his wants were few. Fishing and hunting supplied most of his wants. He was both producer and consumer without the use of the factory.

It is within the memory of some of us that the early settler of the Eastern Provinces supplied most of his own wants, the chief requirements on the farm and which he must purchase, were an axe, an auger, a chain and a plough. He produced nearly all he required, and required most of what he produced. Under these conditions, transportation was a simple matter. The white man was not long satisfied with these conditions. He soon produced much more than he could consume, and also wanted a much greater variety than he produced. Villages spring up everywhere, and every village has its blacksmith, wagon-maker, shoemaker and frequently a grist mill. Later these small and local concerns had to give way to the large factory, and these were located in the cities. In keeping with this increase of production and development of manufacture and commerce, which ever go hand in hand, was the development of transportation facilities. The trail must give way to the public highway. Increased production results in increased requirements and greater activities. The normal

condition of to-day is not the normal condition of tomorrow, and all is dependent upon transportation. When commerce became too great to be accommodated by the public highway, the railway took its place. The development of the railway has been rapid and is seen everywhere.

The raw material must first pass over the public highway to the railway, on its way to the factory, and the finished product of the factory after leaving the railway must pass over the public highway on its way to the consumer. Thus you see how important is the public highway in the system of transportation, and how it and the railway each in its turn, becomes a feeder to the other. Commerce has continued to develop until now it binds together all nations and makes them increasingly dependent one upon the other. The greater the activities, the more necessity for perfecting the medium. Thus we see the wonderful degree of perfection in the development of shipbuilding. We see our railway companies reducing the grades, and otherwise perfecting their roadbeds, as well as improving their rolling stock. Our cities are spending large sums of money in improving their streets, and our larger towns are following in their foot-steps. Our older municipalities have made considerable progress, while our smaller towns, our villages and newer municipalities have started on the way. Now, I ask why this immense expenditure of money? I answer: Because economy teaches that it is wiser to spend money for that which is useful than to waste it in doing that which is not required.

I shall now attempt to show you that the loss we sustain through bad roads is sufficient to provide good roads if properly used, without any additional outlay.

Planet Jr No 76 Pivot Wheel Riding Cultivator

The Planet Jr No. 76 Pivot Wheel Riding Cultivator, Plow, Furrower, and Ridger is the greatest one-row cultivator ever invented for corn, potatoes, and similar crops. It unites the best features in earlier cultivators and is the most up-to-date labor and time saver of its kind. It's a

Planet Jr.

This means the best material throughout. It's comfortable to ride on, light in draft, simple, efficient and durable. All Planet Jrs are useful, economical, lasting; made by a practical farmer and manufacturer with over 35 years' experience.

FREE! A 64-page illustrated farm and garden book!

You need this book! It's full of valuable farm and garden facts to help you get better crops with less work. 55 latest-improved tools shown, with one and two-horse cultivators, wheel hoes, seeders, harrows, etc. Send postal for it today!

S L Allen & Co Box 1108Z, Philadelphia Pa

WRITE FOR NAME OF OUR NEAREST AGENT.



A farmer in loading a car (1000 bushels) of wheat hauls a distance of 8 miles over the average roads of the Province. He finds 50 bushels a sufficient load, and one load per day all he can haul. It requires 20 loads to fill a car. At \$4.50 per load it costs him \$90.00. With good roads he can double his load and save \$45.00 in loading one car. If he farms a half section, he will probably load three such cars each year, and his loss will be \$135.00. Add to this for loss of time, extra wear and tear of harness and vehicles, extra feed and injury to animals, and his own annoyance and discomfort during the year \$40,000. We now have a loss of \$175.00. In the standard municipality there are 648 half sections. Allow 148 for non-resident, and you have 500 farms, or a loss of \$875,000 a municipality. If you think this sum is too large divide it by two, and you still have a loss of \$437,500 in one year. Bear in mind that this is an absolute loss.

Now a Council to tax you to the limit, supposing every part of the municipality is taxable, has not the power to tax you to near this amount. To overcome this I say borrow money, make good roads and enjoy them. Good roads save good time, add to your comfort, add to the value of your property, and make life worth living.

Calgary.

E. Cahill, manager of Gray, Campbell Co., Winnipeg, was a visitor in Calgary recently, and in company with R. B. Smith visited points in Southern Alberta as far as Macleod.

D. J. Taylor, Western manager for Goold, Shapley and Muir Co., Winnipeg, was a visitor to Calgary the latter part of March and the beginning of April. Mr. Taylor still bears the marks and feels the serious results of his injuries in an accident at Saskatoon, incurred while a passenger in the sleeper which went through the C.N.R. bridge at that place.

J. P. McGachen, who for some time has held the position of office manager for the Massey Harris Co. here, under Mr. Trickey, has been transferred to Regina, to assume a similar position in that city. His place in the Calgary office is being filled by J. Rowat, formerly of the Edmonton branch, who is one of the recent arrivals in Alberta, having come West from the Toronto office but six months ago.

Jas. Henning, who for the past twenty-six years has been con-

nected with the Massey Harris Co., the last nine years of which has been spent in Alberta as superintendent of agencies, retired from active participation in a strenuous implement man's business life on February 29th, in order to occupy himself more fully in the management of his private interests. The Massey Harris staff, both sales and office, took advantage of the occasion of his retirement to present him with an exceptionally handsome gold chain and locket, accompanied with heartfelt expressions of their esteem and best wishes for the future. Regret is felt generally by those who are connected with the trade throughout the province, at the removal of Mr. Henning from the active pursuit of the implement business, he being one of the best known men in the trade in Alberta, as well as one of the most popular.

Spring conditions have prevailed for some time, and at the time of this writing the spring rush in farming communities and likewise in the farm implement business has commenced in earnest, and the result is that all are preparing to get on the land and at work at once. With another week of the present weather it will be possible to commence seeding in Southern Alberta, where the land was prepared last fall, in a short time, and ten days more will be required to make plowing a possibility. Conditions are, in comparison to other years, about one week later in the north than in the southern parts, but in every section of the province the prospects are the same, and they were never better at this season of the year, nor foretold a better tale of bumper crop conditions. In fact, if the same favorable circumstances continue this will certainly be the most satisfactory spring in several years. The immigration rush is also on, incomers are being distributed all over the province, and it is expected that there will be a larger number of settlers than ever come to Alberta this season.

A Glacier Tomb Gives up its Dead.

Because of the excessive heat of the last summer in Europe, the glaciers of the Alps underwent exceptional changes, and one glacier tomb has given up one of its dead, while the bodies of other climbers lost several years ago may yet be found. The body found was that of a young electrician who was lost in the famous Loetschen glacier in 1899. Two Englishmen were lost in the same glacier in 1895, and the alpin-

stock of one of them has been found, which leads to the belief that the bodies might also be recovered.

It is of interest to note that the number of lives lost each year through accidents while climbing the Alps is fully twice that of the aviation death list. The greater number of deaths are due, of course, to inexperience on the part of tourists. After making trips with guides, they often start out alone on climbs which to them seem simple. They lose their footing, or slip through a crust of snow which is apparently safe, and are swallowed in a deep ice crevasse without hope of escape, or dashed to instant death in an avalanche.

New J. I. Case Catalog.

The J. I. Case Plow Works has just put out a new general catalog covering their full line in detail. This is especially attractive, as well as being very comprehensive; it is full of fine color cuts of the various implements that show them exactly as they appear when set up. The claim of entire practicability and quality is made for all Case tools and even a hurried review of this catalog cannot fail to substantiate this claim in the mind of the reader.

Togo Calendar.

We are indeed glad to note that our Western towns are up to date, and appreciate the fact that they remember us when distributing their calendars. Jas. McEwen, of Togo, is certainly to be complimented on his 1912 calendar. It is a beautiful mountain scene in sepia tint, showing a log cabin surrounded by an evergreen forest and a turbulent mountain stream, the waters of which are madly tossed against the rocks, completing one of the most pleasing calendars we have seen. The title is most appropriate, "An Outpost of the Empire." The dates are arranged at the lower corners in two separate pads. This excellent idea makes it possible to see two months, the present and the succeeding, at a glance.

Hudson's Bay Railway.

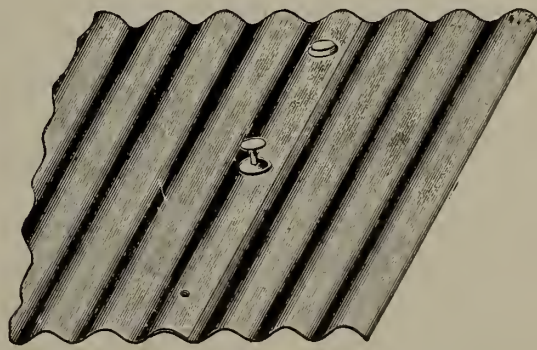
The Hudson's Bay Railway is now an assured fact; work has been commenced, and will be pushed through rapidly to a termination. Construction camps have been located every ten miles apart, and supplies are now being shipped in daily, so it is reasonable to expect that the work will be progressing favorably by the time the snow is gone.

IMPLEMENT DEALERS

Who Are Selling Their Customers

Galvanized Corrugated Iron

R
O
O
F
I
N
G



S
I
D
I
N
G

Lightning proof! Fireproof! Everlasting! are doing the community a real service for which they are being well paid.

WRITE FOR INFORMATION AND PRICES TODAY.

Winnipeg Ceiling and Roofing Company
Manufacturers Portable Corrugated Granaries

P.O. Box 2186—I.

WINNIPEG, Man.

Association Insurance.

There are many members of the Interprovincial Retail Implement Dealers' Association, no doubt, whose present fire insurance policies will shortly expire and who will be called upon by the companies with which they are now doing business to sign renewals for the coming year. To these we would say that the Association extends the opportunity of insuring at a greatly reduced rate and with the same degree of safety assured by the strong line companies. The statement of the Association for the year past showed an appreciable increase in this department but not the increase that the saving permitted warrants, and the secretary wishes to urgently impress on every member the necessity of investigating the advantages to be gained by Association insurance before placing new policies or again renewing those in force. In a number of cases last year reports have been made regarding the lower premiums that were required to be paid; in one instance a member advised us that on a \$5,000 policy the saving to him amounted to \$35.00, and if the bulk of insurance carried by this Association is increased to a certain amount the reduction of premiums will be still further reduced; the percentage of the regular rates charged will be yet lower. This is a matter that affects the members of the Association only; the Association coffers receive not one stiver for this arrangement, and it is expected that a much more tangible appreciation of this economic opportunity will be shown by members who up to now have not availed themselves of it. Those interested, whether members or not, should write the Secretary, F. D. Blakely, 822 Union Bank Bldg., Winnipeg, for full particulars. A membership in the association will cost but \$5 and in most cases the saving on insurance will far exceed that amount.

We Want to Hear from You!

You, Mr. Dealer, are the one to whom we refer; you are the very man we want to hear from—even if it is no more than a postal card. A letter would be better. Tell us some of the troubles that you have had last season and what you intend doing to get around them the coming year. Tell us about your successes—we will pass the good news along. How does the trade look to you and what preparation does your section of the country need to take care of it



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter
WINNIPEG, CANADA, APRIL, 1912.

this year? Are you getting a square deal from your supply houses and if not, in what way? Can you make one little suggestion that you consider would be of advantage to your brother dealers? What is there about this journal that you don't like that you never send us a word of approbation, or criticism? We are here to be criticised, and our skin is sufficiently thick to take a joke. Canadian Farm Implements is published in the interests of the implement trade, why don't you benefit by it a little more by taking a little more interest in it—make it mutual, a one-sided game is poor sport.

Displaying Goods.

Mr. Dealer, you will have to "be in very strong" with your farmer customer to sell him a wagon that is shown on the floor of your warehouse in the same state of assembly in which you receive it from the railway people. The average buyer sees a few wheels, a reach, a tongue, a box and that is all; he cannot note the conformation of one part to another necessary to make the well set up and perfectly balanced job. You cannot feature any particular item of its makeup unless you have it set up—you cannot propound any convincing argument whereby he may be assured of its strength and serviceability. These points go to make sales and that is what you are in business for.

There is not the slightest doubt

in the world that some dealers are losing many sales of implements and vehicles that are superior in various ways to those of their competitors, for the simple reason that their goods are not properly displayed and demonstrated. This is one of the strongest points in connection with modern salesmanship and it cannot be neglected. Don't rely on your personal "stand in" with the trade altogether, it is essential that you also deliver the goods, and although your word may never be doubted by your customers, the majority will not invest in a "pig in a poke;" they are "from Missouri" and you have to show them.

Get busy and arrange the display in your show room now when you are not rushed to death. Familiarize yourself with the operation of every implement you handle, don't let anyone stick you for a reply in this respect, and when the season is over get your pencil out and figure just how much more it has been worth to you to know your goods, and to show them as they should be shown.

Local Clubs Imperative.

The absolute importance of co-operation in the strictest sense of the word, among implement dealers, is making itself strongly felt in the United States, and in every district and section of that country in which farming operations are a feature of commerce, dealers in farm machinery are waking up to the fact that they must pro-

tect their trade or lose out. Farmers' co-operative associations everywhere are being formed, that eventually may militate against the sale of these commodities through local implement dealers, mail order houses are campaigning at the expense of millions of dollars spent in advertising, and serious inroads are being caused through incompetent dealers entering the trade, to its detriment.

Not only to the south of us are these conditions in effect, we find them at our own door, although not to the same extent, and if we are to preserve the implement trade to implement men of experience and financial standing we must be prepared to prevent it from getting beyond our control.

It must be stated, with regret, that a very large percentage of dealers evidences little or no interest in safeguarding business interests along association lines; were there any good reason for this hesitancy in joining an association; were there obligations that would limit selling operations if the cost of membership was exorbitant; if a business policy was dictated thereby we could readily understand this non-acceptance of the proposition; but this is not so, the only obligation that is put on the member is a sincere interest in the business in which he is engaged and the affairs of the trade in general; he is not required to tie himself down to hard and fast regulations regarding the manner in which he shall conduct his personal affairs; he is but asked to conserve the implement trade to himself and to all worthy dealers by combining his efforts with theirs to eliminate trade enemies. Were all sections of Western Canada organized there undoubtedly would be a very small percentage of the old outstanding accounts that now appear on the books of the implement dealers throughout the West, they are unnecessary in the extreme. It is not business to sell a farmer who has neither inclination nor intention of paying you for goods which you have settled for. If you are working in unison with the other dealers in your locality this may happen once, but not oftener. you will profit by your brother dealers' losses in this respect and they by yours. You are unlikely to continue in business long enough to learn of all the dead-beats in your section through personal experience with them, nor is it a humanitarian standpoint to keep information of this kind from your neighbor across the street. If a dealer commences cutting prices are you in the posi-

tion to meet him and talk the matter over? Association makes this possible, and in many other ways it is the one solution of trade difficulties. Sit down and think this over seriously and carefully. We think the one reason why dealers are apathetical to organization is because they have not as yet been severely hit by the menaces which are so affecting the trade in the United States. Thought is required to understand rightly just what they will be up against in the course of a very few years. Therefore let thought decide the matter for you, and we predict that the Interprovincial Retail Implement Dealers' Association will in the space of a short time be an influence that will make itself felt from one end of the Canadian West to the other. Now, get busy, organize a local club, it will give fresh, pulsing interest to the business you have most at heart, and will repay you a hundredfold in the end.

The Quitter.

They say the world loves a lover—there is no doubt that it hates a quitter; the man who last year was a farmer, this year an implement dealer, next year something else and so on; he has no flag, no creed, no fixed purpose in life and certainly he has no friends. He floats listlessly on from one vocation to the other, each change lessening his stock of ready cash and decreasing the small amount of ambition that he commenced his miserable existence with. His intense optimism at times is but a fore-runner of the same degree of pessimism he displays in the course of a few months, after he has had a few reverses.

He is the man who hurts business; he opens up in a good locality and kills the trade that is already established by estimating his prices by guess work—this is where his extreme optimism comes in, everything looks so good to him that in his estimation he can't lose—there is no need of extreme care in figuring his prices, he knows what his invoices call for, he knows what his freight is and there you are—nothing could be easier. Consequently he undersells his competitors; shrewd, careful pricers who have figured everything down to the last cent, and whose optimism runs in deeper channels—dissent is caused among the buying public that calls for every argument that the other dealers may bring forth in order to substantiate their positions—and when the inevitable comes

and the "quitter" either blows up or gets out of town quietly in the darkness, he leaves the trade incalculably poorer than before his advent and he is no richer himself. Thus runs the thorny path of the "quitter," unloved, unhonored and "unhung" he manages to make the maximum amount of trouble for everyone else at the minimum degree of gain to himself—long may he stay away from the vicinity of every honest man; the only way in which he counts for anything is in the mischief he accomplishes.

Assignments.

It has been prophesied by financial experts in the United States that the day of the professional assignee is past, and it is generally conceded that his day of usefulness never existed; that he has ruined more trade than he has handed results in dollars and cents to creditors, and that his main importance was to himself and the percentage that he invariably "copped" before the ones who should have profited by his operations were considered.

Now-a-days thoughtful wholesalers do not immediately close a retailer out if he becomes entangled in financial difficulties, they have found that it is not to their advantage to do so; and they have found out, to their cost, that the professional assignee is not an expert in disposing of crippled businesses. A meeting of creditors is more to be likened to a meeting for "first aid to the injured," in which the debtor's affairs are rationally discussed and some arrangement arrived at whereby his credit may not be forever impugned; in other words he is given every opportunity to make good—is given another chance if there is the slightest hope that he has the capability of doing so.

By this manner the creditors have another lease of life in the locality where the, otherwise, failure occurs; they hold the trade that the debtor has secured for their goods, and they are willing to take a chance on his being able to meet his liabilities in time. The debtor, if he has red blood in his veins, appreciates the leniency which has been dealt to him and doubles his efforts to wipe the slate clean, the experience has done him good, he has an entirely different view of things as they are, and the confidence that has been placed in him is generally merited in the results.

"Make us the halfway house of the Empire."



Wm. H. Fries.

Wm. H. Fries was, on March 1, appointed secretary and general sales manager of the Chas. A. Stickney Gasoline Engine Company of St. Paul, Minn., relieving J. C. Bevan, resigned.

Mr. Fries is one of the best known of the hustling young men who are becoming prominent in the implement business. For the last nine years he has been with the Smith Manufacturing Co., of Chicago, starting in as salesman in the Omaha territory. He was later made manager at Omaha, and then sent to Minneapolis as manager of the branch in that city. Later on he was promoted to sales manager at Chicago, a position which he has held for the past five years.

In 1911 Mr. Fries made a seven months' trip abroad, visiting twelve different countries in South America and Europe. Prior to his connection with the Smith Manufacturing Company he was for ten years with the Kingman Plow Company, his last capacity with that Company being assistant manager at Omaha. Mr. Fries has many friends in the implement business who will join us in wishing him success in even greater degree in his new connection.

New Manager for Moline Wagon Co.

We understand that E. E. Parsonage, who has been connected with the General Sales Department of Deere & Co. for some time, has been appointed manager of the Moline Wagon Co. Previous to his becoming associated with Deere & Co. Mr. Parsonage was General Agent for the Smith Manufacturing Co. at Minneapolis. He is a Moline boy and well known to the implement trade throughout the country.

Personal.

Crawford Bros., Aberdeen—another new firm.

McDowell & Burke are opening up at Vanguard.

J. Woods has started in selling implements at Viceroy.

J. Pope, Laura, has sold his business to A. Boldrick.

Hector McKay has bought out L. N. Thibadeau, Lenore.

G. Meers, Bulyea, has sold out his business to McElroy & Kerr.

J. O. Anderson has opened an implement business at Penzance.

G. Orr is a new dealer in agricultural implements at Champion.

Lammond & Co. have started an implement business at Colon-say.

W. H. Grey has started a business at Brandon. We wish him luck.

Thos. R. Woods, Laird, is a "first-nighter," in the implement game.

J. Adair & Son have commenced an implement business at Treherne.

Perry Bros., Benito, have bought out Dykeman & Johnstone.

Graham Bros. succeed Hart & McKinnon, implement dealers at Govan.

Smith & Drake is the name of the newest implement firm in Radville.

G. E. Bartlett succeeds H. B. Thompson in the implement trade at Sheho.

Mills and Robertson have commenced an implement business at Theodore.

Manley Austin now manages the firm of Austin and Austin, Theodore.

It is reported that Revie & Robinson, Viscount, have dissolved partnership.

McPherson & Youngberg have commenced an implement business at Cabri.

E. McDonald & Co. have purchased the business of H. V. Getty, Netherhill.

R. A. Cox & Co. is the name of a new implement firm doing business at Beresford.

A. Ferguson will sell implements in connection with his business at Beatty.

E. A. Stoffel will now handle the ribbons of the firm once as Stoffel Bros., Talmage.

Hilding Bolinder, Leinan, Sask., has been allowed a patent on a new style of plow share.

Rogers & Lock have staked their fortunes in Yorkton where they will sell implements.

J. O. Anderson has opened an implement business at Penzance.

Jacob Kalmakoff is commencing a farm machinery business at Kamsack.

Wiggins and Done is the name of a new firm who have opened a warehouse at Bengough.

H. W. Dodge, the implement dealer at Bowden, has sold out his business to G. W. Jack.

E. H. Johnston, Macoun, will be succeeded by E. R. Steele in the sale of farm machinery.

We have been advised that George Paterson, of McAuley, has sold out to R. J. Parke & Son.

It is reported that Ralph McAuley, Markinch, has disposed of his business to J. T. Newman.

The Viceroy Implement Co. have been incorporated for the purpose indicated by the name.

C. A. Shier, Colonsay, is reported as having sold out his implement business to John Roberts.

Rupert E. Whitcher, Keeler, Sask., has been awarded a patent for a plow share of his design.

F. Flamin has bought the stock of John A. Kalk, Earl Grey, and will sell implements in that section.

John Caskey, Rokeby, has sold out and is going back to the old country to live the life of a gentleman.

A new implement business at Laird, under the management of G. G. Klassen, has just been started.

Jacob Semens has opened up a warehouse to sell farm machinery at Aberdeen; we wish him every success.

Rycroft & Symington has made a start selling farm machinery to the buying public of Plunkett and vicinity.

G. F. Smith has taken over the stock in trade of the business up to now conducted by A. McDonald, Virden.

J. J. Flynn, manager for Geo. E. Duis Co., Winnipeg, spent a few days in Grand Forks, N.D., recently.

Shuett Bros. will henceforth go after their share of business in coal and agricultural implements at Truax.

Morland Blair & Griffith will be on the sign that will hang over the door of a new implement business at Stettler.

W. B. Van Alstyne is a beginner in the McGee implement trade, having established a business at that point.

M. Craig, Foam Lake, has sold out to A. Robertson who has taken John Birt in with him to as-

sist in the big business he is going to do.

G. R. Kydd is another new implement dealer in the West, having opened up an establishment at Springwater.

Alf. Hurum, formerly machine agent at Holden, has transferred his business to S. Mumford, who will continue it.

A new warehouse is now being erected at Simpson and will be occupied by Boyd & Horning, implement dealers.

Hamberton Bros. will sell implements this season in the stand formerly occupied by Kenneth McDonald, Kelso.

It is reported that Barnes & Co., have purchased the business formerly conducted by Cecil Frank, Mannville.

W. A. Morkill has sold his business at Dominion City to Coulter Bros., who will continue to sell implements there.

H. F. Anderson, manager of Tudhope Anderson Co., Winnipeg, have spent a couple of days in Regina recently.

Johnson & Shingler have opened an implement warehouse at Gull Lake and will give George a run for his money.

Prince Albert has a new machinery firm in the concern recently started under the name of Webster & Harradance.

Ernest Jackson has opened a warehouse at McTaggart, and will make a bid for at least some of the trade in that vicinity.

Word comes to us of the purchase by John Holt of the implement business formerly conducted by C. J. Rollefson, Outlook.

We are sorry to report that Jos. Kerr, implement dealer at Belmont, recently suffered the loss of his establishment through fire.

Barney Baker, Canadian manager for the M. Rumely Co., Winnipeg, has returned from a short stay at Hot Springs, Arkansas.

We regret to report that Youngberg and Vassie, of Marcelin, have suffered the loss of their warehouse and contents by fire.

Nicholson and Godley, of Leross, have bought out the business of Frank Brazier of that place, and will conduct it in future.

Gordon Grant has discontinued selling implements at Duck Lake; and has disposed of his business to Ben Mason, who will continue it.

The Ann Arbor Machine Co of Ann Arbor, Mich., recently made a large shipment of horse power hay presses to South American points.

George Diller, who has been running an implement business in

connection with a restaurant at Edson, has sold out to Derby & Wolfe.

G. F. Dalgarne, implement dealer of Plunkett, has sold a half interest in the business to his brother; the firm name will in future be Dalgarno Bros.

G. A. Turner, implement dealer at Tugaskie, who also has conducted a farm machinery business at Bridgetord, has sold out the latter branch to Chas. H. McLean.

Peter Lutz has bought out the interest of his former partner, and will from now on conduct the business at Lemberg previously known as Fletcher and Lutz.

John Ritchie, of the John Watson Mfg. Co., Winnipeg, is back at his desk after a trip of some eight weeks duration through the West in the interests of his firm.

W. L. Fankhanel, Spring Lake, Alta., has patented a brush cutting arrangement and we understand has had a flattering offer for the rights of manufacture.

W. H. B. Sharpe, who has for a number of years devoted his efforts to the sale of implements at Indian Head, has retired, and disposed of his business to H. M. Bingham.

Two implement dealers had the misfortune to lose their stocks and premises by fire recently at Acme; we extend our condolence to McCook & Co., and Mawhinney Bros.

We note that the Eagle Manufacturing Co., of Dauphin, Man., has been incorporated with a capitalization of \$22,500 for the purpose of manufacturing scrub cutting machinery.

William J. Bell, the implement dealer at Saskatoon, has retired from business and disposed of his property to the Salvation Army, who no doubt will continue in another kind of good work thereon.

A. C. McRae, of this city, has returned from spending the latter half of the winter months at Santa Monica, California. Alex says that snowstorms don't often interfere with the horse racing in that part of the country.

J. T. Enright, of Invermay, had the misfortune recently to be burnt out in a fire that wiped out a considerable portion of that town; the general store conducted by Neurt Bros., and the drug store of C. Symonds also suffered a total loss.

We understand that P. J. Youngquist has secured the business formerly conducted by Peter McNichol at Wadena; this is a rapidly settling section of the country, and from the good reports that come to us frequently

we predict a successful trade for him.

H. W. Hutchinson, managing director of John Deere Plow Co., Winnipeg, has recently returned from spending a couple of enjoyable months with Mrs. Hutchison and son in California. From his hale and hearty appearance it is to be inferred that the climate agreed with him, and he reports a delightful vacation spent in the most congenial of surroundings.

David Drehmer, assistant manager and secretary of John Deere Plow Co., Winnipeg, left on the 24th ulto., to spend six weeks in a well earned vacation, during which time he will visit French Lick Springs and Cincinnati. Returning, he will spend a few days at Moline and other cities, where factories of his company are located. We trust he will have a pleasant and enjoyable trip.

H. G. Rustad, manager of Canadian Swenson's, Ltd., Lindsay, Ont., has moved the sales office to Winnipeg and has secured accommodation at 410 Chambers of Commerce Building, Princess and Market Sts. Mr. Rustad will be located here for a considerable length of time, or at least until the affairs of the company are running smoothly. In addition to handling their well known stump pullers, several other lines will be added, including grain elevators, road graders and power washing machines.

New Freight Rates.

On April 1st the railways operating in Western Canada, under an order of the Railway Commission, put into effect a new tariff of rates, compiled on the same basis as the westbound to Winnipeg. Rates to govern in the future will be in ratio to the relative mileage with no discrimination hereafter in favor of Winnipeg, as has been alleged by other Western cities. This order originally required the change in tariff to be effected by the first of April, 1911, but was appealed by the transportation companies, and carried to the Supreme Court, where the decision of the railway commission was upheld.

The following shows the comparative change in rates to principal points in the West:---

Station	Class 1	3	5	6	10
Old rate	\$.105	70	44	40	23
New	.99	65	44	36	22
Rivers—					
Old Rate	1.32	89	60	51	30
New	1.13	76	51	43	25
Saskatoon—					
Old rate	1.93	1.28	83	74	44
New	1.75	1.16	78	68	40
Regina—					
Old rate	1.76	1.17	73	67	38
New	1.54	1.02	68	59	34

Brockville Vehicles

“Canada's Standard”

THE WROUGHT IRON LINE

The kind that Sell, Build up your Trade, and Make you Money.

The Brockville Wrought Iron Line embodies more special features and strong points than any other line of Vehicles offered to the Canadian Dealer.

SOME FEATURES.

The Brockville Steel Channel Perch Construction.

The Brockville Wrought Three Prong 12 Inch Circle.

The Brockville One Piece Wrought Steel Continuous Body Loops.

The Brockville Diamond Reach Brace.

The Brockville Oil Tempered, Graduated Cast Steel Easy Riding Springs.

MORE FEATURES.

The Brockville Heavy Panel plugless Body.

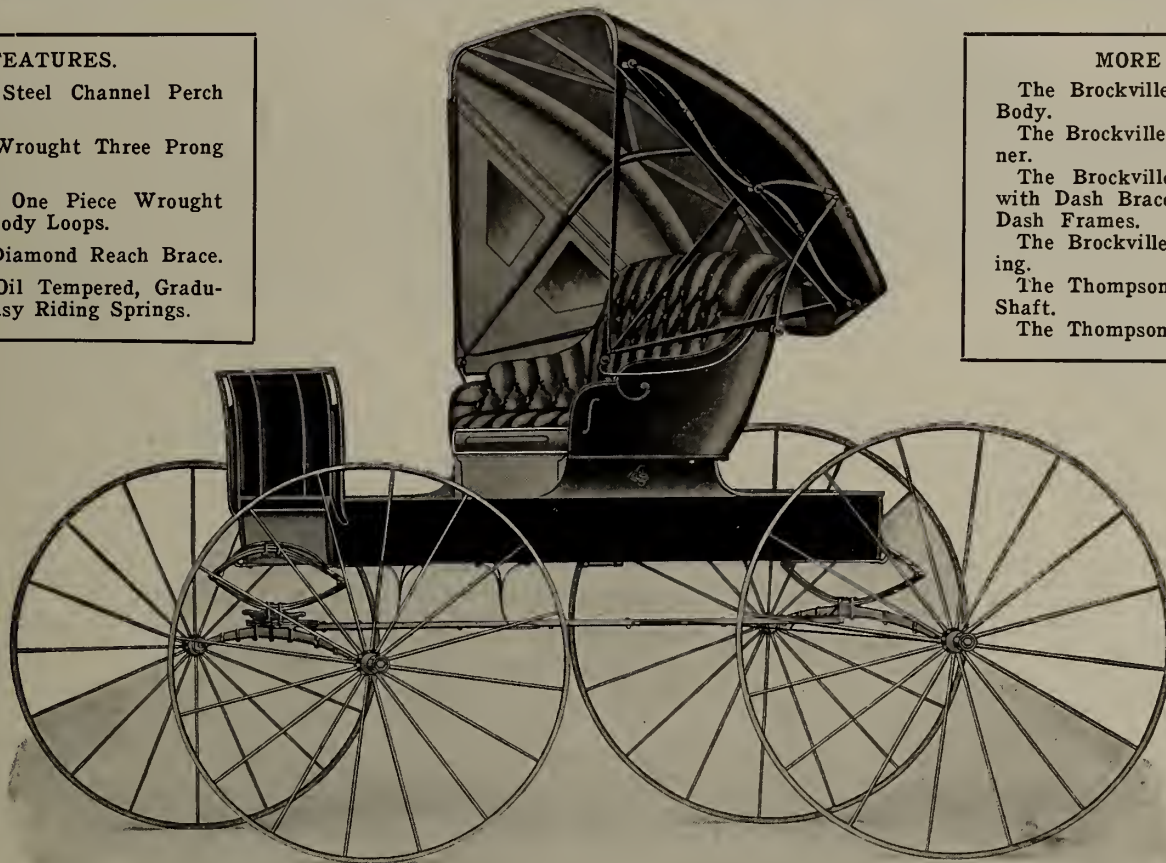
The Brockville Steel Clamp Body Corner.

The Brockville Full Padded Dashes, with Dash Braces and Rails welded to Dash Frames.

The Brockville Silk Rubber Top Lining.

The Thompson “Patent” Truss Brace Shaft.

The Thompson “Patent” Safety Pole.



No. 548 “BROCKVILLE AUTO SEAT AND TOP.”

Just what you are looking for.

Just what your Trade wants.

Something Special!

Something New!

Something Different for 1912!

More Special Features

More Talking Points

More Satisfaction

Don't fail to see our large 1912 Vehicle Catalogue, No. 44 for Special Features found only on Brockville Vehicles—“Canada's Standard.”

A Deere Agency gives you control of the Best Line of Vehicles ever built in Canada.

JOHN DEERE PLOW CO. LTD.

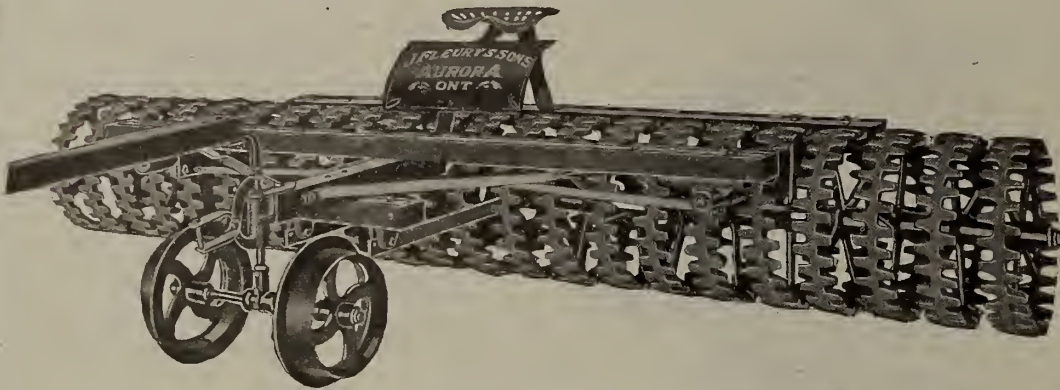
Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Lost ! A Load of Dead Weight

Belonging to one of the best Soil Pulverizers ever built. Whoever finds it can keep it as its day of usefulness with us is done. In the world famous **Fleury Pulverizer and Packer** with its **New Roller Bearing Tongue Truck**, there is not one ounce weight of needless drag on the draft horses. Note these points in this

Complete Departure from anything else made



The **FLEURY PULVERIZER** with **NEW ROLLER BEARING TONGUE TRUCK**, in sizes 16-22-24, sections with or without Tongue Trucks.

We can also supply any of these sizes with Sub-Soil Wheels.

1. The jolting from uneven ground which, through the old rigid poles, fell directly on the horses' necks, is entirely borne by the **Free Oscillating Tongue Truck**, which automatically accommodates itself to the slightest deviation of the Pulverizer.

2. **DUST PROOF ROLLER BEARINGS** take the place of the obsolete "friction" equipment of the two main axles and the **Two Draft Iron Bearings**. These are made absolutely dirt-proof by close-fitting washers screened to both ends of bearing case.

3. The castings in which the roller bearings revolve are accurately **Bored**—not "cored," so that the bearings fit perfectly. In other makes the shafting "takes its chance" in the core of the casting. We use only the finest **Reeled shafting** which is clean and true throughout its entire length, as distinguished from the common and irregular cast shafting of competitive machines.

The effect of this revolution at these vital points of a pulverizer must be felt to be fully appreciated. The saving on draft is extraordinary—not to speak of wear and tear on machine. It means more work and better work with half the wear and sweat. It means ease and endurance in place of weight and wear.

SPRING will be here before you know it, Mr. Dealer. Your 1912 Success will depend largely upon the drill you handle. You can't afford to take any chances. You won't take any if you sell the

VAN BRUNT DISC DRILL

LIGHT
DRAFT
WITH
NEW BOOT
DIS-
CHARGE

★

STICKS AT
NOTHING.



BOOT AND
DIS-
CHARGE
WITHIN
INSTEAD
OF
WITHOUT
CIRCLE OF
DISC.

VAN BRUNT NEW MODEL, 12, 14, 16, 18, 20, 22, 24 Single, Double Disc and Shoe, Interchangeable

This is the original model from which worthless imitations have been made and foisted on the market, but the great prototype is stronger and lighter than these by from 300 to 400 pounds. The effect of the **NEW BOOT DISCHARGE** is to plant the seed at the exact depth for certain germination. Not a single grain is left on top of the soil or so near the surface that wind or shower can expose it.

WRITE FOR LITERATURE, PRICES AND TERMS

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

John Deere Jumbo Grub Breaker

For Use With Traction Engines

Built for Heavy, Stony, Grubby, Poplar, or other Brush Lands.

There are many localities, especially in the Northwest, where there are large areas covered with grubs and it is desired to use an engine instead of horses for breaking. This requires a specially built plow of great strength, and that is what the JOHN DEERE JUMBO Grub Breaker is.

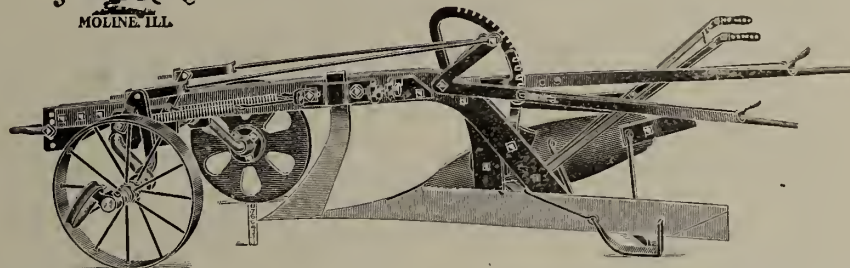
It has the strength, turns a 24-inch furrow, cuts off all roots to depths of furrow and throws them out so that it is easy to clear the land.

It stands to reason that it is much more economical to clear a piece of brush land in this way, because the work is more rapidly done: all the roots are cut off deep enough to prevent sprouting, and the ground is well plowed at the same time.

All Steel—Has Great Strength.

The beam, levers, lever ratchets, clevis wheels, axles, handles and all other parts are made of high grade steel.

The fact is, the Jumbo Breaker is so strong that it will stand the pull of a high-powered engine without straining or breaking—you know what this means.



Specially Constructed Beam.

Instead of being one solid piece, the beam is made of three heavy flat steel bars securely bolted together.

This makes a very strong beam and permits the two outside bars to be shaped so that one supports the moldboard and the other the landside.

Fore-Carriage Ensures Steady Running.

Two large, wide-tired steel wheels mounted on strong steel axles support from front end of beam and steady the Plow when at work.

Also axles operate with levers to regulate depth, level the plow and raise it out of the ground.

Extra Heavy Standing Cutter.

This cutter is held to beam by a strong clamp and is drilled at heel to receive share point—a great protection to share.

Clevis Gives High or Low Hitch.

By referring to illustration, you will see that by inverting clevis a high hitch is obtained.

Clevis as shown gives a medium or low hitch.

Inverted, it gives a medium to high hitch.

Handy Sizes John Deere Engine Gangs.

A CONVENIENT SIZE

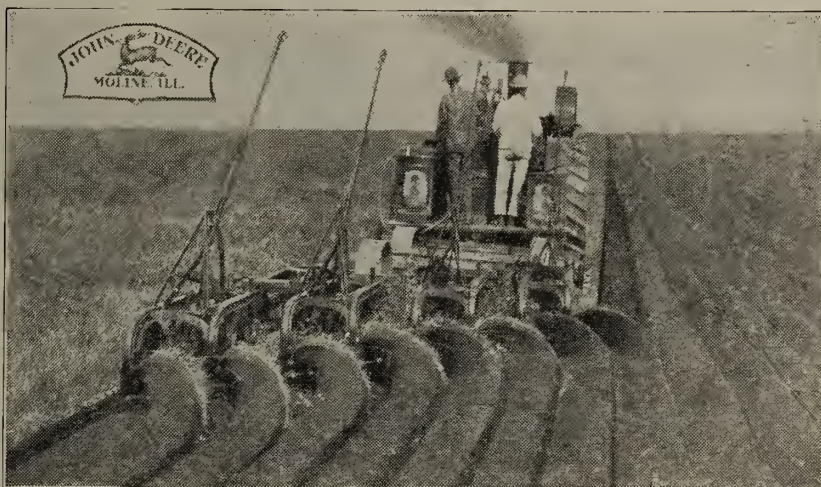
A big ranch is not necessary to get all the benefits of engine plowing.

The four and six-bottom John Deere Engine Gangs are adapted for use with small oil or low power steam tractors, and make engine plowing practical and profitable for those who are farming limited areas.

One of these plows will give the user all the advantages the big rancher has in saving money on his plowing bill.

The outfit here illustrated is doing more than eight men could do with teams and single bottom plows.

MR. DEALER—YOU CAN INCREASE YOUR PROFITS BY GETTING THE AGENCY FOR OUR ENGINE GANGS.



Four, Six, Eight, Ten, Twelve or Fourteen Bottoms.

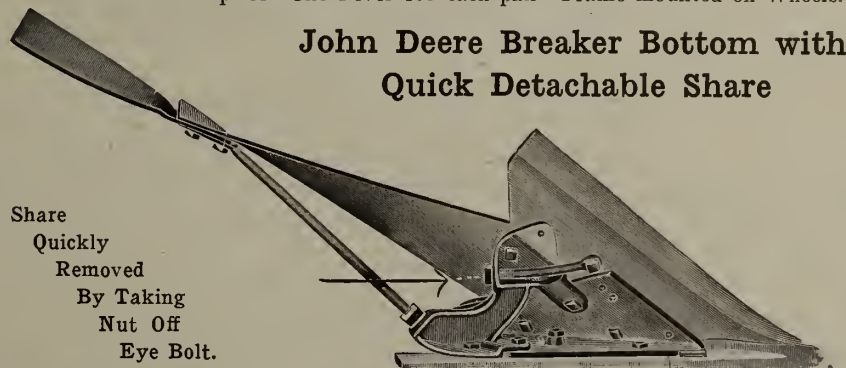
Plows assembled in pairs—One Lever for each pair—Frame mounted on Wheels.

Quick Detachable Shares

A lot of valuable time is lost in changing shares on an ordinary engine plow. Ours are equipped so that they can be changed in one-fifth of the time usually required by other makes.

Each share is removed by taking off one nut, which is easy to get at, instead of the usual four nuts inconveniently located.

Examine The Illustration



John Deere Breaker Bottom with Quick Detachable Share

Share Quickly Removed By Taking Nut Off Eye Bolt.

FOR EVERY JOB.

The plows of the gang take care of themselves except when it is necessary to raise and lower in turning. Flies and hot weather do not worry the engine, which will work 24 hours a day without fatigue.

John Deere Engine Gangs have strong bridgelike steel frames, to which the plows are attached in pairs. Each pair is free to move up or down so that the bottoms rise to pass obstructions, then immediately drop and work. Any kind of plowing can be done, as the beams will carry any style of stubble or breaker bottom.

REMEMBER — JOHN DEERE ENGINE GANGS ARE SOLD COMPLETE, READY TO HITCH TO ANY STYLE OF TRACTOR.

On all John Deere Engine Plows

Another advantage is that the one eye bolt holds the share more securely than when bolted to frog in the old way.

Think of saving 80 per cent. of time ordinarily required to change shares!

What does this figure out at in one season's plowing?

Write for Illustrated Booklet. Tells all about Engine Plowing.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

To Assist Engine Starting in Winter.

Engine Starters Best Means, But Lacking Them, Other Means Are Available—What Some of Them Are.

Perhaps because it is known pretty generally that motors are harder to start during cold weather than in the summer time for the reason that gasoline vaporizes more easily when it is warm, the question often has been raised as to whether it is advisable to add to the gasoline substances such as ether or picric acid to increase its volatility or its explosive force to assist in starting, says Gas Energy. Obviously, the answer must be "No"—indeed, it should be a very forcible "No." All such substances are dangerous or undesirable, or both.

Even though it may be possible for some one who has made experiments to state authoritatively exactly what amount of ether or acid may be used with safety with a particular engine it would by no means be a guarantee that the same quantity would have the same effect with any other engine for the simple reason that no two engines, whether they be of the same make or not, are precisely alike. Whereas one engine might run well on "doctored" gasoline, there is grave danger that another might blow its cylinder heads off on the first revolution of the

crankshaft. Besides, there are any number of other perfectly safe ways in which a cold motor may be induced to start with the minimum of "cranking."

On the time-honored principle that an ounce of prevention is worth a pound of cure, the best way to insure an easy start is to leave the motor in the best condition to accomplish the result. Which means, briefly, that when it is stopped, or just before it stops, the throttle should be opened wide to leave a charge of mixture in the cylinders. If the motor is to be left idle for only a short time this may be all that is necessary, though if it is to be left over night in a cold garage other measures may be resorted to.

The simplest of these is to run the engine with the spark fully retarded until it is so hot that the water in the radiator nearly boils, and then to stop it with a charge of gas in the cylinders. If the radiator and the hood are covered with a robe—it is necessary that the hood be covered as well, for it acts as an oven—the motor will not have cooled off by morning to the degree where starting it will

require more than one or two turns.

Unless a motor is chilled almost to the point where the water in the jackets and radiator freezes there really is no reason why it should be difficult to start, provided the carburetor adjustment is correct, and there is nothing wrong with the ignition. Often it is possible to run a motor without detecting that the carburetor adjustment is faulty. Once it is stopped and permitted to cool off, however, no one will envy the person who has the job of starting it. Obviously, the remedy is to make sure the carburetor is adjusted properly.

Often faulty carburetion is augmented by ignition that is not all it should be, and one of the greatest troubles is that spark plug points become burned away until the spark which is produced scarcely is intense enough to fire the mixture when it is warm. The remedy here, too, is perfectly obvious, and if such details are watched there should be no occasion for the back-breaking struggles in which not a few motorists unwillingly indulge.

When everything else fails, if priming the cylinders with gasoline fails to produce the desired result there is another alternative in enriching the mixture with acetylene. Great care must be taken, however, as the gas is much more easily exploded than gasoline vapor. The simplest method of using it is to run a pipe to the air intake, and then to crank the motor with the acetylene turned on a small amount. Under such conditions, the motor should start almost immediately, and if it does not it is practically a certain indication that something is wrong with the ignition.

The surest way of reducing the labor of starting a cold motor, however, is to equip it with almost any one of the starting devices on the market. Of course, if carburation or ignition is faulty it scarcely can be expected that an engine starter will perform its work thoroughly, and it therefore is necessary to see to it that such things are right. In this respect, the acetylene starter has a slight advantage over the other types inasmuch as it assists materially in overcoming starting troubles that are due to faulty carburation. Even if the motor does not start on the spark, the cylinders are effectively primed, at least, and often it requires but a single pull up on the crank to set the motor to work.

Money is a good servant, none better, but it makes a dangerous master.

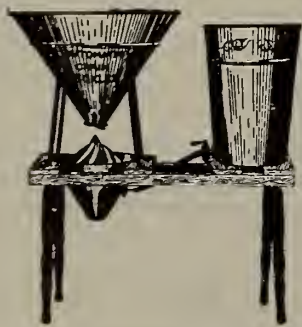
Concrete Furniture.

Concrete, to many, conveys the idea of artificial stone, heavy, massive, unwieldy. The recollection of the marble-topped tables and bureaus of our grandmother's, so heavy it was a chore to move them, are fresh in the minds of many. Contrary to preconceived notions, concrete furniture, the newest constructive marvel, is only a little heavier than wood. Concrete furniture is made by applying cement mortar to a metal frame or skeleton, built up in the shape of the finished piece. The layer of cement mortar is thin, and its surface can be rubbed smooth, polished or given any desired amount of ornamentation. The plasticity of cement mortar permits it to be readily worked up into individual designs by the proper use of modelling tools, and after the surface has set it can be made smooth and, if desired, colored. An extremely wide variety of color affects can be attained by the use of colored mortars in addition to the application of surface colors.

One of the pre-eminent advantages of reinforced concrete furniture is that it is fireproof, rat-proof, and has no sharp re-entrant corners to get filled with dirt. The sanitary curve which facilitates dusting inside of cabinets, drawers, and crannies will be one of the features tending to popularize this kind of furniture. Dampness in the atmosphere, which causes wooden drawers to stick, has no effect upon concrete furniture, even should it accidentally be left out in the rain. For porch furniture or for use on the lawn, reinforced concrete furniture possesses many advantages over the conventional wooden or metal benches and chairs.

The first step in the construction of a piece of concrete furniture is to build up a metal skeleton of steel rods, about $\frac{1}{4}$ inch square. Rods of this size can be readily bent and shaped to any desired contour and can be spliced or joined to other rods by soft iron binding wire about 1-16 inch in diameter, wrapped on where the two rods overlap. For more pretentious work welded joints can be made with the assistance of a blacksmith. Over this skeleton is stretched wire or metal lath, cut to suit the shapes of the various panels formed by the frame. Separately molded concrete panels can be made and used in building the article. These are secured to the steel skeleton by binding wires in the same manner as the wire lath, a portion of which,

You Will Need This Pickler



Owing to an enormous demand our supply of Picklers which we had thought would be enough for this season has been exhausted for several weeks, and a number of large shipments have been somewhat delayed in getting here, but, although orders are pouring in rapidly we are pleased to announce that we

will be able to fill all orders received in the future **the same day as received.**

Over six hundred enterprising implement dealers in Western Canada are selling this Pickler, and if you want a live seller better send in your order today.

THIS PICKLER is self-operating, has a capacity of 135 bushels per hour and it is guaranteed to do thorough work with any kind of grain (flax included). It is a perfect Pickler, and no farmer after seeing it in actual operation will ever feel inclined to use any other. Better let us have your order without delay.

THE DOMINION SPECIALTY WORKS, Winnipeg, Man.

around the edge of the concrete panel is left exposed for this purpose. When the frame has been completed, and the separately molded panels are attached the rest of the article is covered with a thin coat of cement mortar. This forms the first or scratch coat, and over it the second or finishing coat is applied with a plasterer's trowel, the surface being smoothed off. When completely covered the article can be set aside to cure and dry out for three or four days. After this the article is ready to use or for further finishing, and the separately molded panels have become so solidly knit to the rest of the mortar that they form practically one piece.

Thomas Alva Edison has constructed a number of pieces of furniture of concrete, and their appearance is such that they cannot be told, except by touch, from the more conventional articles turned out at Grand Rapids. A test is now being made in regard to the commercial possibilities of this kind of furniture by exposing it to the hazards of freight transportation, both by rail and water. The advancing cost of furniture woods, and the difficulty of securing them in adequate quantities, makes it by no means impossible that concrete will be rapidly adopted as a substitute with a resultant lowering of the cost to furniture users. Metal furniture has displaced wood in many offices and financial institutions, and possibly will in turn be superseded by concrete.

Destruction of Timber.

The attention of the government has again been called to the one important question regarding the conservation of standing timber, the loss of which through the

ravages of fire has been enormous in the past, and the solution of the difficulty has been baffling in the extreme.

It is estimated that for every foot of lumber cut in the past few years at least seven feet have been burned, and that moderate stumpage dues on the area which has been destroyed would have derived a revenue of at least \$1,000,000,000, when it is considered all the houses that this material would have constructed, all the implements into whose manufacture it might have been applied the loss in its enormity may be better realized, the imagination can better grasp the extent of its limitations.

These disastrous conflagrations usually have their origin in carelessness on the part of campers and Indians in the majority of cases. In the McKenzie River country the extent of forest fires has been tremendous, and they have been caused generally by vagrant bands of red men, though in the case of the most costly, entailing the loss of limits which had just been purchased by a private concern from the government at a cost of some millions of dollars the blame was placed on government employees, who were surveying the adjacent country, and the ridiculously low fine of \$100.00 was assessed the culprits. In this case it was proven that the camp fire was built in long grass, although there was a sandy bar extending from the bank of the river upon which they were camped.

Strenuous efforts will now be made, no doubt, to protect the little timber of value that remains in the country, and the fire ranging system will likely be recognised. It is a pity that these

arrangements are invariably left by the legislatures until such time as they are proven to be necessary by the loss to the country of many millions of feet of timber that cannot be replaced. The second growth of timber after a forest fire is never of an equal grade to the first, the quality is never regained.

The recommendations of the Conservation Committee and the repeated warnings of the lumbermen of the country will we believe now be paid attention to by the government, and it is to be hoped that precautions will be taken to hinder to the greatest degree possible the further destruction of our forests by fire.

Largest Sailing Ship With Auxiliary Engines.

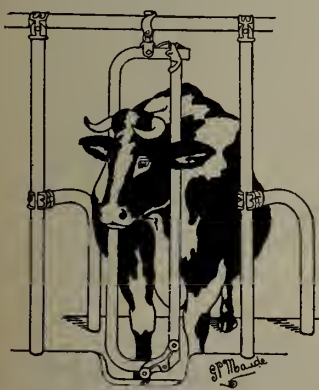
Some few months ago keen interest was aroused by the utilization of Diesel engines in the large four-masted steel barque Quevilly, owned by Messrs. Prentout-Leblond, E. Leroux, of Rouen, and employed by them in the North Atlantic bulk-oil trade. With a gross tonnage of 3,200 tons, the Quevilly doubtless was then the largest square-rigged sailing ship to be equipped with auxiliary motor power. But this was a record which she was not destined long to hold, for it soon became known that a far larger square-rigged barque to be known as La France, was then under construction at Bordeaux for the owner of the Quevilly.

This mammoth vessel was launched at Bordeaux, says Gas Energy, amid scenes of much enthusiasm, on November 9, 1911. Certainly she is a colossal craft, and it is safe to say that when she begins her maiden voyage her performance will be more closely

watched than was that of the five-masted auxiliary steam barque R. C. Rickmers, which was launched from a German shipyard some five years ago.

La France is 426 feet in length with a beam of 55 feet, and is of nearly 11,000 tons displacement. Her gross tonnage is 6,500, and her sail area is 6,500 square meters. She will be fitted with two heavy oil engines about 1,800 h.p., driving twin screws for use in calms or when winds are contrary. Like so many big ships and barques owned in France, the new auxiliary vessel will be engaged in the New Caledonian ore trade. Every year many large shipments of ore are brought from this French colony to the United Kingdom or to the Continent, a considerable number going to the Clyde. It is reported that La France has been chartered for a period of years for this particular trade. The vessel will be heavily rigged, and mechanical power will be employed for mast-heading the massive yards. It is estimated that when under a good press of canvas, and with her twin engines going, the big five-master will be able to reel off some 17 knots an hour. In calm weather when progress through the water is obtained purely by her oil engines, it is expected that she will be able to do not far short of 11 knots.

The two previous square riggers approaching her in tonnage were the German vessels R. C. Rickmers, an auxiliary steam five-masted barque of 5,548 gross tons, and the 5-masted full-rigged ship Pruessen of 5018 gross tons. The R. C. Rickmers is now running in the long voyage trade, but the Pruessen, after a most successful career, was wrecked off Dover about a year ago.



The "BT" Stanchion

BT stands for BesT

IN

LITTER CARRIERS
STANCHIONS
HAY TOOLS
RACK CLAMPS

WATER BOWLS
STEEL STALLS
SLINGS
LOAD BINDERS, ETC.

Our goods are BesT to buy and BesT to sell. You have no second-hand stuff to dicker with and the profits are large.

We are the largest manufacturers of Barn and Stable Fittings in Canada and our goods are acknowledged everywhere to be better and more strongly constructed than any others on the market. You are taking no chance when you get the agency for the "BT" Line, as it is reliable.

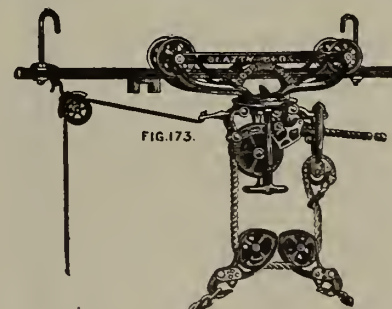
HAVE YOU the agency for these lines? If not write to-day for catalogues and best discounts.

BEATTY BROS.
BRANDON, MAN.

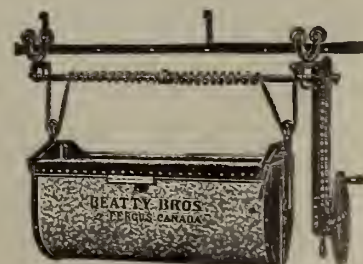
Head Office and Factory: FERGUS, ONT.



The "BT" Rack Clamps



The "BT" Sling Car



The "BT" Litter Carrier

Little Prejudices.

A friend laid before me a certain house organ, and a brilliant little publication it is, said Joel Blanc, in *Implement Age*. He pointed out an article written by the editor of the organ. The article dealt with a certain ethical influence in business, and it commenced: "This is not a ——— story." What I have omitted was the name of a religious denomination having over a million members. The man who called my attention to the article is a member of the church named, and had been a large purchaser of the products of the publisher of that house-organ. I also know the editor who wrote the article. He is a man of broad and generous views, except in religion. But, seemingly fearful that some might think that light was at last penetrating the one dark cell of his soul, he stooped to insult those to whom he, for himself through his house, held the open palm.

How many of us let our little prejudices creep into business. How few of us there are but that, from time to time, let slip some word or act that shows at least a temporary dwarfishness of mind. Happy, indeed, the man whose road of life has boundaries ever parallel, a road never narrowed to an alley by some mean little prejudice.

The most unfortunate feature of

this human error is that we are so often unconscious when the gall of prejudice drips from lip or pen. Naturally, one's regular associates, those living within the same physical environment and breathing a similar mental atmosphere, are mainly in his way of thinking, as they are in his way of living. So, what may be an expression in harmony with those of home and social life, often times becomes offensive radicalism when used in the broader world of business.

Another contributory cause to prejudice is that intelligence may show in one of two dimensions. The intelligence of the scholar, of the specialist, is an intelligence running to length along the straight line of one subject. Such a man, while respected for the one thing he knows well, is pardoned for the narrowness shown in his prejudices, because his mental limitations are so clearly defined. Another man, one of general, and probably untrained knowledge, may drop a thistle burr here and there along his path, but that path is so broad, so varying in its chief dimension, that his piercing words are forgiven largely because they are so few and far between, and, mainly, are owing to lack of power of expression. But when in the intelligence of the business man there is shown a union of both dimensions, a sharp prejudice of bigotry protruding and extending lengthily from a broad line of general knowledge, that man in need is a double thorn that penetrates both himself and those with whom he comes in contact.

Of course, prejudices may originate in, be used exclusively in,

and harm only the business. And the definition of a prejudice oftentimes depends as much upon how a thing is said as upon what is said. Thus, a man may have handled one line of implements for years. He may conscientiously believe that it is superior to all other lines. So long as he backs that belief with explanatory statements, so long as he dispassionately, comparatively, places his goods beside others, none can accuse him of prejudice. But when a man defends his goods by a mere recital of the number of years he has sold them, with a stubborn refusal to acknowledge any merit in another line because he "don't know nothing about it and don't want to," then he is a victim of self-injuring prejudice.

However, the prejudices that really do the most harm in business are those that in any case are little intruders into the business life. They are oftentimes brought in through what the business man attempts to excuse as self-defence. The patron makes some statement dealing with a private belief or opinion of his, and because it antagonizes a belief of the seller, he feels called upon to emphatically express his opposing views.

It should be remembered that, strictly speaking, the words "business man" apply only to the individual in times and places. When the shoe dealer comes into the hardware store to buy a lawn mower, he does not come as a shoe-selling business man but as the man who lives up town where the lawn is to be mowed. So, while he is in the store, in relation to him, there is only one business man present, and he is the one who is selling the lawn

mower. If the implement man will grasp this mental distinction he will find it easier to let the shoe man express any religious, political, or other private opinions he may choose, with a possible display of his own narrowness through retaliation.

I have known men to argue for an hour in the home of one of them without either taking offense, and the next day one might offend the other deeply by merely repeating a previously spoken sentence, when the offended party was on the customer's side of the counter.

It is not my intention to even imply that conversation within the place of business should never go beyond business topics. Indeed, it has always been my practice, as well as belief, that business is bettered by an exchange of personal views on many topics. However, there are some topics which it is well for any man to taboo in business. As man, as a rule, is unconscious of his own prejudices, his safest plan is to keep from business that which takes most of his time, speech and action when he is outside of business. It is well to assume that the thing to which a man gives most of his thought in private life, is the thing which holds his pettiest prejudices.

If you have ever heard yourself referred to as a baseball, religious, political, or other "crank," then you can safely assume that the characteristic named is that which through conversation leads you to show your narrowest, pettiest, most prejudiced self, and refers to the one topic above all others that you should avoid in business intercourse.

There are, strolling around this earth, some thousands of peculiar beings whose chief occupation seems to be to place others in unenviable lights by leading those others into displays of their petty prejudices. Such people possess a shrewdness that they prostitute. Like the skilled engraver who makes less money by counterfeiting than he could make in honest work, these adept irritators seem to find a fiendish pleasure in inducing business men in their business places to exhibit the very worst of themselves through their mean little prejudices. These people are generally known as "witty" or "smart." Beware of them!

In referring to "little" prejudices, the quoted word was used with consideration. When a man "breaks loose" and expresses his views in a big voice, with thundering and yet argumentative

WHY OWN

WEBSTER'S NEW INTERNATIONAL DICTIONARY

THE MERRIAM WEBSTER?

Because it is a NEW CREATION, covering every field of the world's thought, action, and culture. *The only new unabridged dictionary in many years.*

Because it defines over 400,000 Words; more than ever before appeared between two covers. 2700 Pages. 6000 Illustrations.

Because it is the *only* dictionary with the new divided page. A "Stroke of Genius."

Because it is an encyclopedia in a single volume.

Because it is commended by the Courts, the Schools, and the Press as *the one supreme authority.*

Because he who knows Wins Success. Let us tell you about this new work.

WRITE for specimens of the new divided page.
G. & C. MERRIAM CO., Publishers, Springfield, Mass.
Mention this paper, receive FREE a set of pocket maps.

The O. K. Canadian Automatic Potato Planter Will Satisfy Your Customer.



**BECAUSE IT'S
DURABLE, RELIABLE
and SIMPLE**

IT'S automatic cup device does not puncture or bruise the seed in any way, thereby assures a perfect stand. It's a money maker.

We manufacture potato cutters, planters, sprayers and diggers, riding cultivators, cattle stanchions and stalls, and litter carriers.

Write for our descriptive Catalog to Dept. B.

Canadian Potato Machinery Co., Galt, Ont.

Transfer house with complete stock at Winnipeg.

HOOSIER AND FAST MAIL PUMPS

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pumping Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for Catalog and Prices



Hoosier Force Pump Standard



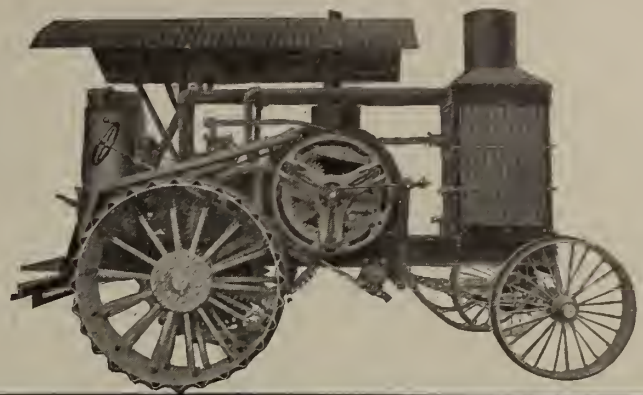
Hoosier Set-Length Lift Pump

Fast Mail Force Pump

Flint & Walling Mfg. Co.,

675 Oak Street,

Kendallville, Indiana, U. S. A.



A TRACTOR FOR BIG FARMS

The Popularity of the Hart-Parr has been attested to by the great number of representative farmers and their sons who attended our Winter School of Traction Engineering at Regina, Saskatoon, Portage la Prairie and Calgary.

The Hart-Parr was the first successful oil burning tractor in the field; for nine years we have added improvements until now it is mechanically perfect.

It's Superior Construction insures the minimum of repair and operating expense, and the maximum of service and dependability, insures actual dollar value to the purchaser right from the start.

**IT IS THE BEST KNOWN TRACTOR
ON THE MARKET**

and as such it is a selling opportunity that no dealer can afford to neglect. A few territories are still open.

Write at once for our Liberal Agency Proposition.

HART-PARR COMPANY

Portage la Prairie.

Regina.

Saskatoon.



Model No. 28 fully equipped,
\$1610.00 F.O.B. Winnipeg.

Seize Opportunity when it Knocks

By Selling

McLaughlin-Buick Automobiles



Model No. 29, fully equipped,
\$1713.00 F.O.B. Winnipeg.

Many a Dealer has placed himself in a financially independent position by handling this well known product of the oldest vehicle firm in the Dominion.

Behind every McLAUGHLIN-BUICK sold is the bed-rock guarantee of excellence and dependability that characterizes only the high grade and carefully built automobile.

Strict observance of every term incorporated in the selling contract and liberal treatment of our customers has helped to no small extent to build for us the largest business of its kind in Canada.



Model No. 43, fully equipped,
\$2575.00 F.O.B. Winnipeg.

Built for service—all motors develop power far in excess of their rating—every country road a boulevard to the McLAUGHLIN-BUICK. Every car sold sells a dozen more.

DEALERS! Get in line for our 1912 Selling Proposition.

We have some territory still open and will consider agency propositions from reliable dealers therein. If your locality is not now represented write us at once.



Model No. 34, fully equipped
\$1275.00 F.O.B. Winnipeg.



Model No. 35, fully equipped,
\$1440.00 F.O.B. Winnipeg.

McLaughlin Carriage Co. Ltd., Cor. Princess St. & Ross Ave., Winnipeg

Branches at Regina, Saskatoon and Calgary

sentences. When he backs vigor of statement with tensivity of expression, that is, when without loss of temper he "tears things up," even those who declare him prejudiced may feel admiration for the man. However, the little prejudices, like that shown in the opening illustration, the sneering, sneaking, the stinging, cutting, the mean and cowardly prejudices are the ones that sear the soul and cripple the man whose prejudices they are.

A prejudice is always the negative opinion to a man's positive belief. Indirectly it is a denial that any other knows so much about the subject of the prejudice as the prejudiced person does. In this sense it is evidence of abnormal conceit. From another point, our little prejudices are self-inflicted brands of ignorance, for he who refuses to grant to others the right of mental liberty, shows in the most searching light the narrow limitations of his own thought.

You will not have to look far to find, among those of your own acquaintance, some man or woman who is almost a social outcast through prejudices shown. There may be one whose standard of morals has never broadened beyond the cruel boundaries set by Cotton Mather. Another holds to the same rules of political standards that controlled when he was a boy, one who has placed all his patriotic manhood in the keeping of a party. These people, whom we may almost call violently ig-

norant, are but intensified types of what you or I may seem to others. Their prejudices are the blades and bombs of humanity; little prejudices are the poison.

Strength of character does not demand roughness of it. The steel structural beam that is beautified with frescoes is no weaker for the frescoing. On the reverse, the paint that softens also preserves.

Modern methods of intercommunication have made the world so small that race controls no country; sect is bounded by no temple, and policy is the least stable of many human opinions. My wife and I have, in our modest Washington apartment, at one time entertained Filipinos, Turks, Persians, Mexicans, Germans, Irish and Americans, and all were students at one local university, and every one a cultured gentleman who fluently spoke from one to five tongues. In a world where similar gatherings are common, he is indeed a mental hermit and a deceiver of self when he presumes, within the walls of his own place of business to pose as final authority and sentencing judge upon any party, race, creed, cult, science or theory.

The business man of little prejudices holds himself before world-view as though reflected in a concave mirror; showing not his best side in its broadest view, but his smallest, most ignorant, brutish side in its most insignificant and contemptible aspect.

What Crop Rotation Will Do.

It is interesting to note that the land which produced Seager Wheeler's prize wheat at Rosstern, Sask., last year was carefully cultivated and the yearly manner of cropping the land was as follows:

- 1st year—Breaking.
- 2nd year—Oats, a heavy crop.
- 3rd year—Potatoes, peas, turnips.
- 4th year—Two-rowed barley, yield 75 bushels an acre (Canadian Thorpe).
- 5th year—Summerfallow.
- 6th year—Wheat.
- 7th year—Wheat.
- 8th year—Oats, heavy crop.
- 9th year—Summerfallow.
- 10th year—Wheat, 60 bushels an acre, Preston wheat.
- 11th year—Potatoes.
- 12th year—Wheat, 40 bushels an acre, also seed plot of Preston. Seed plots and potatoes.
- 13th year—Summerfallow.
- 14th year—Marquis wheat awarded \$1,000 prize at New York Land Show last October.

Edmonton.

Tudhope-Anderson Co. have recently moved from their offices and showroom in the Alexandra Block, and are now occupying comfortable quarters on Rice Street opposite the old market. We are informed that the Canadian Pacific Railway have taken over the lease for the ground floor of the Alexandra Block as temporary offices for the Dominion Express and Ticket Offices while their new building is being erected on Jasper Ave, the work on which it is expected will be undertaken this spring.

J. J. Nierengarten of Strome has disposed of his business there to Messrs. Kyle Bros., who will now represent the Massey-Harris Co. Ltd. at that place.

G. Henkleman who has been looking after the interests of the Massey-Harris Co. at Bruderheim lately gave up the local work to accept a position on the travelling staff of the same firm.

J. M. Coburn, of Chicago, district manager of Collections for the Western Division of the International Harvester Co., has been making a visit to the Edmonton branch of that company.

J. A. Rowatt, accountant in the Edmonton branch of the Massey-Harris Co., has been transferred to the Calgary office, where he takes over the duties of office manager, succeeding J. P. Macgashen, who goes to Regina office in the same capacity. A. W. Howell, of the Ontario branch

staff, succeeds Mr. Rowatt in the Edmonton office.

Weather conditions so far are encouraging. While the snowfall has not been so heavy as is sometimes the case, it has stayed on longer, and there should be ample moisture to insure the grain obtaining a good start, provided there does not come heavy drying winds.

The situation as to collections is not such as to cause particular enthusiasm. Money, so far as the implement men are concerned, is moving slowly, and they would like very much to see a marked improvement along this line. The quantity of sales being made are satisfactory as compared with previous seasons.

Thoughts on Collections.

The subject of collections should have its beginning with the granting of credits, which might be called its foundation. So much has been said on collections that it would be difficult, if not well-nigh impossible, to announce any new or startling facts, says A. M. Meckelnburg in March Bulletin of the National Assoc. of Credit Men, but a review of the subject from different standpoints cannot fail to be helpful; therefore, we will start the subject by asking, in what way can collection men be of most assistance to each other?

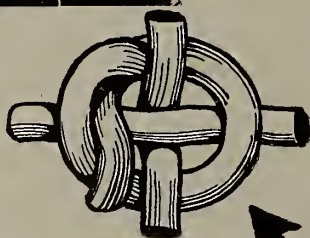
The answer comes quite naturally—by exchanging experience.

You may build up fine and plausible theories, but perhaps you recall the story of the old darkey who had been arrested for stealing chickens. After the attorneys had wrangled over the case for some little time, and succeeded in eliciting the information that "De white chickens were easier to get, but de black ones were easier to get away with when you once got 'em," the judge kindly interposed, saying, "Now, 'Rastus, you just tell me all about it," 'Rastus answered, "Ob cose Ah could tell you all about it, Jedge, but it would do you no good, 'cause it takes lots of practice—experience." Thus, it will be seen, that it is experience that counts, after all.

As a writer has truthfully said, "Only about 10 per cent. of our losses occur before accounts mature," which brings us at once to the realization of the importance of insisting on prompt payment. The all-important question is how, and by what methods, can this be best accomplished?

The answer is found in the three words—insistence, persistence and consistency. These are

Leader Fences Sell on Sight



Thousands of farmers and ranchers throughout Western Canada have proven that **Leader Fences** are the **best** and **strongest** fences they have ever used. Perhaps you know that the weakest part of a woven wire fence used to be the lock. We have made the lock the strongest part of the fence. The **Leader** woven wire fence is built to last under all conditions and is proving itself the best fence on the market.

We Want Live Agents in Every Town

to represent us. You will have no trouble in selling **Leader** fences or any of the celebrated **Anchor** products.

We manufacture many designs of woven wire fence, both in standard, heavy and medium weight, and the **Anchor** field erected fence, coiled spring wire, gates, etc.

Write for Catalogue of Fences and Gates for horses, cattle, hogs, etc.

Manitoba Anchor Wire Fence Co. Ltd.
850 Henry Avenue, Winnipeg.

the tools with the proper use of which losses may be reduced to a minimum.

Every collection man is supposed to know how to use these tools, and why are losses greater than we would like them to be; or why do we not reduce them, even though they compare favorably with those of our acquaintance?

Perhaps it is because we are just a little too timid, fearing to lose a customer by seeming too rigid. Also, do we not all have a greater or less number of so-called "pet" accounts, which would work to our advantage if they were eliminated? Very few, if any, desirable accounts are ever lost by insisting on prompt settlements. Leniency in this direction more often results in a two-fold loss. We sell the delinquent fewer goods, and in the long run lose out altogether.

When we are satisfied that a customer absolutely requires an extension of thirty days or longer (and we should be sure that we were not being discriminated against), we should insist that the account be closed by interest-bearing note. If security can be obtained, all the better, and also, for obvious reasons, it will be found advantageous to take the note as collateral to the account.

We should never allow ourselves to be put off with those time-worn phrases, which really mean nothing at all, such as "will remit in a few days," "in a short time," or "shortly," etc. We should insist on a definite time of payment, and when that time rolls around and the remittance is not forthcoming, get after it at once. If we overlook doing so the debtor is not very apt to remind us.

The object is to make the delinquent debtor feel that his is the only account, and that our watchful eye is ever upon it. Let him know we are on the job day and night. The result is, if anybody has to wait for his money it will be the other fellow.

After we have exhausted our resources and have made up our minds to send the claim to an attorney, we should, whenever possible, give the attorney positive instructions, and not leave the matter to his discretion. We do not know what his relations to the debtor may be, which might move him to be too lenient and yet not feel that he was disloyal to our interest, although it ultimately results in our loss.

Whenever reports received from an attorney indicate that he is not inclined to employ drastic measures, or we have a feeling that his sympathies are with the deb-

tor, we should instruct him to return the claim at once if he is unable to collect. This, as many collection men will testify, brings excellent results; and while occasionally a claim is returned, in the majority of the cases the attorney gets busy and we get our money in a very short time.

Let us sound this slogan: To insist on prompt settlement; to persistently follow delinquents; to be consistent, not necessarily arbitrary, of course not forgetting the human element which to a greater or less extent, must enter into all business transactions and cannot safely be ignored.

Canadian Loans in London. (U.S. Daily Consular Reports.)

The principal feature of the English loan market for the last

five or six years has been the investment of money in Canadian enterprises. The undertakings have been varied in their character, covering Government and municipal projects, railways, mines, timber lands, and new and existing industries.

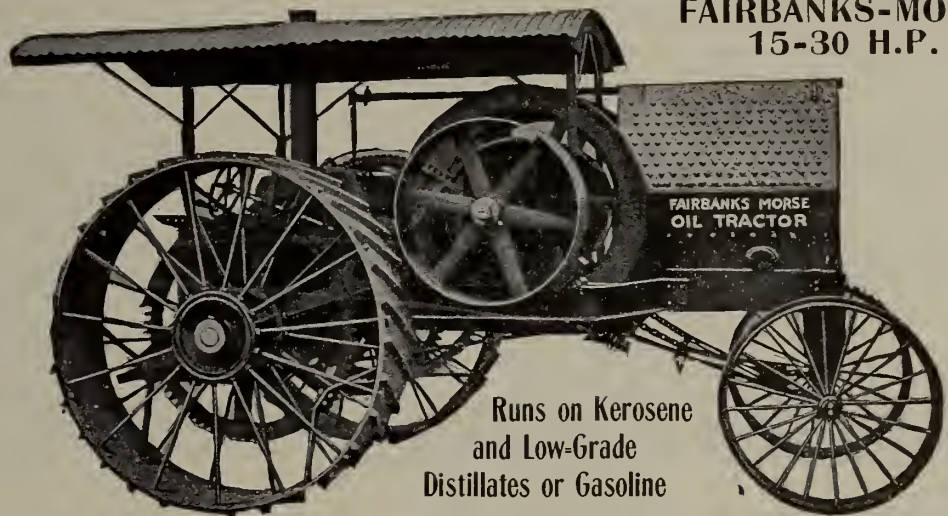
During the past seven years the borrowings of Canada in London aggregated \$857,658,659, the total for 1911 being \$191,957,963, which was the largest amount borrowed in any one year, with the exception of 1909.

In the table below is a statement of the Canadian loans effect-

Government	\$69,773,443	\$53,531,500	\$9,246,350
Municipal	10,205,881	14,985,900	25,904,379
Railroads	85,770,252	39,992,897	83,325,144
Financial	5,024,510	12,206,399
Mining	5,355,846	20,225,583	2,919,900
Land and lumber	2,919,900	25,985,163	20,062,146
Industrial	19,707,456,	12,642,422	38,293,345
Total	193,792,778	\$172,987,975	\$191,957,963

ed in London, together with their objects, in 1909, 1910, and 1911:

As many schemes are under consideration by the Canadian Government, some of them of large moment, it is believed that there will be an increase in Government borrowings in London in 1912. It is thought also that, in view of the rapid development of the Dominion and the growth in consequence of some of the older towns and the establishment of many new ones, the municipal loans which will be floated in London in 1912 will show an increase over 1911.



**FAIRBANKS-MORSE
15-30 H.P.**

Runs on Kerosene
and Low-Grade
Distillates or Gasoline

**“Make a Friend while
you’re making a Sale!”**

Sell a man a FAIRBANKS-MORSE Oil Tractor and he'll thank you for it afterwards, if he has any gratitude in his make-up. When he finds what work it will do, how much of it and at what little cost, he'll remember you and your store with lots of good-will. The

FAIRBANKS-MORSE OIL TRACTOR.

is high-grade throughout, the same as all our line.

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 h.p.

Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.

Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders

Hand and Power Pumps for every purpose

Truck and Pitless Waggon Scales

Write us if you are open to make a contract to handle our line in your district.

*“The dealer who handles the CANADIAN FAIRBANKS-MORSE
line gets compliments instead of complaints.”*

The Canadian Fairbanks-Morse Co.

WINNIPEG

Montreal

St. John

SASKATOON

Ottawa

Toronto

CALGARY

Vancouver

LIMITED

Victoria

Memories.

I'd like to be a boy again without a woe or care, with freckles scattered on my face and hayseed in my hair. I'd like to rise at 4 o'clock and do a hundred chores, saw the wood and feed the hogs and lock the stable doors; and herd the hens and watch the bees and take the mule to drink, and teach the turkeys how to swim so that they wouldn't sink; and milk about a hundred cows and bring the wood to burn, and stand out in the sun all day and churn and churn and churn; and wear my brother's cast-off clothes, and walk four miles to school, and get a licking every day for breaking some old rule, and then get home again at night and do the chores some more, and milk the cows and feed the hogs and curry mules galore; and then crawl wearily upstairs to seek my little bed, and hear dad say: "That worthless boy! He isn't worth his bread!" I'd like to be a boy again—a boy has so much fun! His life is just a round of mirth from rise to set of sun. I guess there's nothing pleasanter than closing stable doors and herding hens and chasing bees and doing evening chores. — Commercial Travellers' Magazine.



The Hart-Parr School at Regina.

Hart-Parr School.

The ten days' courses in traction engineering recently held by the Hart-Parr Company at Regina, Saskatoon, Calgary and Portage la Prairie were, both in the number of those who attended and in examination results, a signal success, over 160 students taking the course at Regina. The schools were under the able tuition of W. A. Fitzpatrick, who was assisted by eight expert instructors and the work taken up in detail was replete with instructive lectures, both technical and

practical, ample opportunity for experiment in operating and repairing being afforded by a fleet of Hart-Parr tractors of different types. In addition to the personal instruction at Regina, every student was furnished with a correspondence course comprising twenty lessons, with a view to keeping fresh in his mind the lessons which he had received after he had returned to his home.

Brandon.

What was acknowledged by those in attendance to be the greatest Provincial Winter Fair ever held in Western Canada, commenced on March 2nd, and continued for six days. Notwithstanding the fact that it was necessary to hold it in the Summer Fair Buildings, the attendance was all that could be desired, the exhibits of horses, cattle, sheep, and swine exceeded those of last year to a considerable degree, while the poultry show included over 2,300 birds, and seed grain and roots were well and profusely displayed. Taken from every point of view, including financially, the show was the most successful ever held in Brandon, and it is anticipated that of 1913 will be vastly more successful, as the directors expect to have finished by that time the new auditorium, costing \$70,000.

The following implement men were visitors to the city during the Winter Fair:—A. A. Grant, Sydney; Thos. Hamilton, Crandall; W. E. Bond, Kenton; Hugh Lockhart, Rapid City; Jas. McCrae, Carberry; Thos. Turnbull, Fairlight; R. H. Swallow, Brookdale; H. S. McGachen, Whitewood.

W. H. Gray has taken over the McCormick line of goods formerly handled by Wm. Bourke, and has leased the Sylvester premises, corner of 8th and Princess Ave. Mr. Gray was previously farming, and we welcome him to the implement trade.

E. J. McKee who for the past eight years has been connected with the Sawyer-Massey Co. here, has been transferred to Moose Jaw and before leaving he was presented by the Commercial Club with a beautiful cut glass set.

A. Lee Milvilles, representing Chapman and Walker, Toronto and Winnipeg, the Canadian agents for W. H. Allen, Son, and Co., engineers of Bedford, Eng., was a visitor to our city recently in the interests of his firm. Allen and Son make a specialty of high speed engines, water works and hydraulic plants, and have recently secured some very large contracts from Canadian cities. The product of this firm is to be found in commission on British war vessels and the merchant marine, and has a standard of excellence known the world over.

The City Council have purchased from W. E. Seagrave and Co., Walkerville, a combination motor driven chemical and hose engine, at a cost of \$7,580.

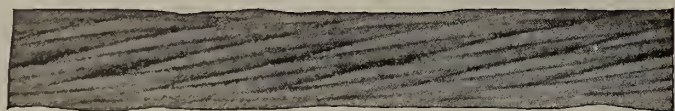
William Cameron, Western representative of Fairbanks-Morse, who has hitherto made Winnipeg his head-quarters, is to take up his residence again in Brandon, where he resided some time ago. We are pleased to welcome him back.

One of the most important conventions held here this year, and one which should give Brandon much prominence, was that of the High Court of Foresters, at which over 200 delegates were in attendance. Much business for the good of the Order was transacted, new officers were elected for the ensuing year, and all left for home with the impression that Brandon is one of the finest cities in the West.

Two prominent Winnipeg real estate men have been in the city looking over Brandon property, and after making a full investigation of values and the future chances of the expansion of the city they were favorably impressed. They stated that they found prices to be lower than at other points in the West, and consequently values were better. They consider there are splendid opportunities for investment.

March has been a very cold month, and so far 25th, there is no appearance of spring. The one thing that is booming is farm sales of stock and implements, an unusual number having already been held, and in every case horse and cattle have brought high prices. Implement dealers report good business in sales, trade in drills and plows being especially brisk. Collections however are almost at a standstill, though some money is expected after seeding.

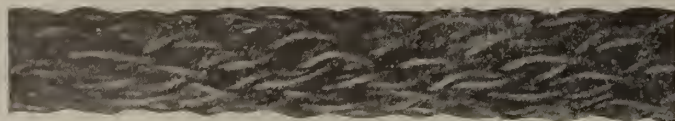
Townsley's Lightning Arrester System



PURE COPPER COIL CENTRE CABLE, No. 1.
Made of 28 No. 17 B. and O. Wires

The tremendous increase in property destruction yearly and the consequent heavy life and monetary losses, have entailed the fullest investigation and research of scientific men along the lines of protection from Nature's most ruthless element,—lightning

The Townsley System of copper cable lightning arresters is conceded by fire commissioners and insurance companies to be an absolute protection.



MADE OF PURE COPPER WIRE, No. II.
Soft Drawn. 3/8 inch. 30 Wires

We Want Dealers in All Unallotted Territory

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main St.

O. W. TOWNSLEY
Manager

Winnipeg, Man.

Earnest and Honest.

Two essential traits of character, as applied to salesmanship, are earnestness and honesty. And, above all things, honesty. At one time in years gone by salesmanship stood for "get the money;" if the customer was suited, well and good; if not, well the firm had the cash. Then a "bargain was a bargain." irrespective of its equity. The thought of making a good impression, or gaining the good will of the customer seldom entered the dealer's mind. He would likely never see the customer again.

At the present time the customer is not harassed into buying, but has a feeling of security in making his purchases, knowing that he will be treated squarely and will have the right of exchange if not altogether suited.

It is a science to be perfectly familiar with, and know your stock thoroughly, and a salesman must train himself to understand differences and resemblances in merchandise. The greater his power of discernment of sizes, shapes, colors, textures and qualities and the more extensive his knowledge of purpose, history, effects and prices, the greater factor he is as a salesman. He must learn to know the material and physical characteristics of his customer and aim to satisfy them. The man who might know what he ought to know, but does not, is unworthy of being called a salesman. Don't tell a customer "It's a pretty thing." Explain how it is made, its construction for strength, its suitability for many different functions, the numerous uses it can be put to. The customer soon learns the difference between the salesman that knows and the one that does not.—Farm Machinery.

Depletion of Rubber Supply.

Notwithstanding the many reports issued in recent years to the contrary, on account of the immense demand through the rapid strides made in the automobile business, the sources of obtaining crude rubber have not suffered depletion, but have rather been augmented to a very considerable extent.

Previous to a few years ago Brazil had furnished the bulk of this commodity, and the increases or decreases in this source of supply have been watched anxiously by rubber manufacturers in comparisons with bulk required of the finished products.

The reduction of supply, how-

ever, has been anticipated and in many countries within the tropical belt rubber trees have been planted, and the production of rubber in the crude has been encouraged; this has especially been the case in British Guiana.

Prices have experienced several reductions within the past two years, and it is expected will be further reduced; the active tire manufacturing season is about closed and it is not likely that there will be any great demand

for crude from the manufacturers for some months.

Conditions will be even more propitious as time goes by; rubber groves planted four or five years ago are now becoming productive and the supply is thereby assured.

TWIN CITY GAS TRACTORS



Twin City "40" All Steel Gas Tractor

Minneapolis Steel and Machinery Company, with its million and a quarter dollars of capital, stands ready to back up the following statements; that of all Tractors manufactured, the TWIN CITY FORTY has:

**The Strongest Frame
The Best Type of Motor
The Only Sure Oiling System
The Most Durable Transmission**

**The Most Efficient Cooling System
The Least Weight per Horse Power
The Greatest Accessibility of all its parts**

It is the smoothest running Tractor made; has the largest crank shaft per horse power of any four cylinder, five bearing machine, and the largest bearings. It is made entirely of steel throughout. Its price per horse power is little, if any higher than the price of the ordinary cast iron machines. It is acknowledged by our competitors as the best American Tractor made. Their only criticism is that they do not see how we can make any money out of these Tractors, furnishing the high grades of material, and putting the high class of workmanship on them we do.

We ought to have one hundred Tractors on hand for the spring trade, but we have not to-day a single unsold Tractor. However, we are turning out two TWIN CITY FORTY Tractors a day, and can serve promptly those of our friends who wish a Tractor for their spring work, and who place their order now.

We invite the dealers and farmers of Canada to visit our plant, the largest manufacturing plant in the North-west, and our agency at Regina where these Tractors are in stock.

A Liberal Agency Contract is offered Canadian Dealers.

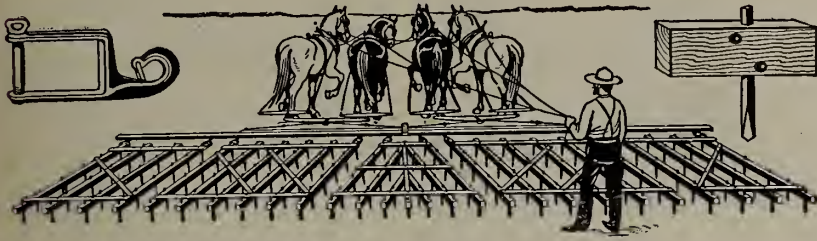
Write To-day for full particulars to

Minneapolis Steel & Machinery Co. of Canada, Ltd.

W. J. Barnard, Manager.

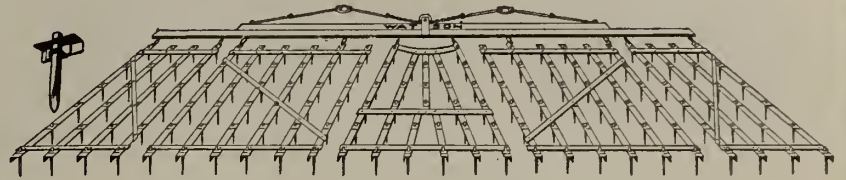
REGINA, SASK.

Handle these Harrows for Profit and Prestige



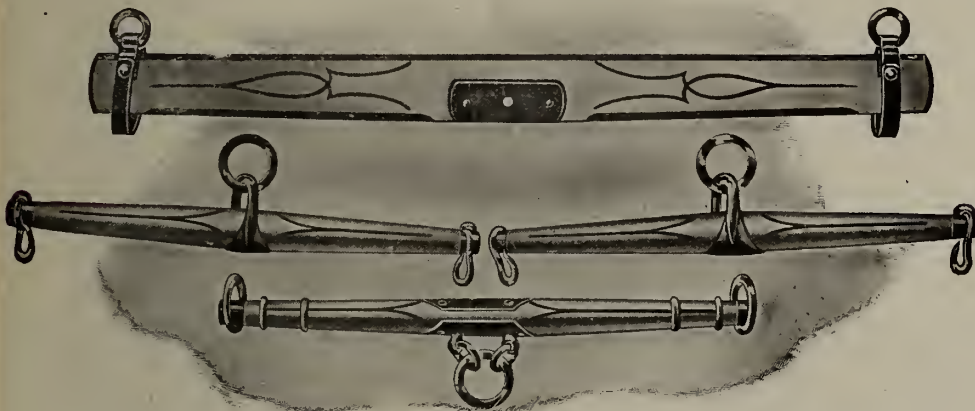
WATSON'S BOSS WOOD HARROW.

Made of Seasoned hardwood. Has two rivets to each tooth; malleable draw clevis. Correctly designed and perfectly finished.



WATSON'S STEEL BOSS HARROW.

Tooth bars all angle steel, cross bars of channel steel. Each tooth separately fixed in place by steel wedge. Teeth are dagger shape, with edges directly in line of draft. Equipped with pulley hitch eveners. Light draft makes it easy on horses. Width, 24 feet.



This is a complete Heider set, consisting of the following: One Doubletree, 2x4x48 long, with wrought plates, lockpin clevis clip and stay chain ring and wood riveted at each end. Two Singletrees, 2 1/2 x 36, with welded center clips with ring, malleable ferrules with steel hook. One Neckyoke, 2 1/2 x 40, with center irons and malleable ferrules with steel ring. Centre clips on Singletrees are put on hot. The wood is fully seasoned Hickory.

Six complete Heider hickory painted wagon sets, crated so as to fully protect them in transit. These are the best value ever offered the trade here. Try a crate.

Neckyokes either 40 or 48". Heider 3 horse Wagon Eveners, 4 horse abreast, 5 horse Tandem and 6 horse Tandem Eveners.

John Watson Mfg. Co.

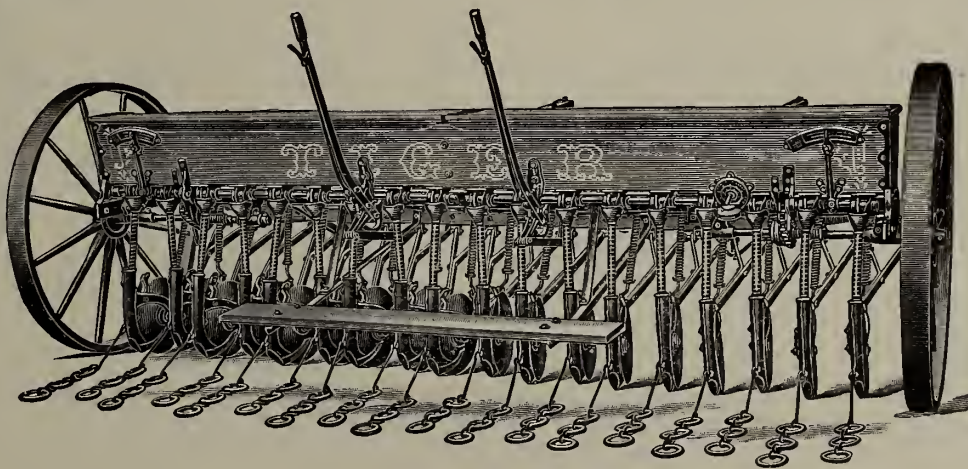
Cor. Chambers and Henry Streets

WINNIPEG

Tiger Drills

Single Disc,
Double Disc,
Shoe, Hoe.

All sizes to 24 Disc.
Steel frame independent of hopper.



Double Chain Drive.
Seat or Footboard.
Equalizer Hitches.
Wood or Steel Wheels.
Feeds Sow Alfalfa,
Flax, Wheat, Peas,
and other Grains
accurately and positively.
No cogs to slip or
wear out.

The Drills with a heavy angle bar that forms the backbone of the machine and takes all weight off the hopper. The axles turn in long, pivoted, self-aligning axle boxes. The wheels set like wagon wheels. Light in draft and easy to operate. Write for catalogue and price list.

GENERAL AGENTS **John Watson Mfg. Co., Ltd., Winnipeg, Man.**

Manufactured By
The J. S. ROWELL MFG. CO., Beaver Dam, Wis.

Kerosene as Producer.

Gasoline-engine experts and operators will be interested in a new device which if the claims for it are substantiated in practice—and the manufacturers are said to guarantee them—will enable any two-cycle or four-cycle gasoline engine of a standard make to be run with kerosene as a fuel, with perfect combustion, no increase in fuel consumption, and no decrease in power.

This device is known as a hydro-carbon-gas producer. It is quite a simple affair, cylindrical in shape, about 14 in. long, and 6 in. in diameter. It has no moving parts, and, when once attached to the engine, becomes a permanent fixture and requires no attention whatever. When it is installed on an engine the fuel is drawn in through an atomizer and induced by the suction of the engine to go through passages heated by the exhaust, so that the action is entirely automatic, and the fuel supply is in proportion to the demands of the engine under all conditions of speed and load.

The producer is said to be applicable both to stationary and automatic engines, to produce perfect combustion of the fuel, and thus absolutely insure a smokeless exhaust and clean cylinders.

Motor Trucks For Military Use.

The Russian War Department is making extensive preparations for equipping the army with motor trucks. According to United States Consul Jacob E. Conner, of St. Petersburg, a large area is being cleared in that city on which repair shops are being erected, while garages are to be installed in various parts of the empire. It has been learned from official sources that the purchase

of 2,000 trucks of capacities ranging from one and one-half to three tons is contemplated. About twenty-five European machines have been obtained thus far under the arrangement in question, but no funds to cover initial expenses, so that cash payments will be made for trucks purchased for trial purposes. Arrangements have been made for American products.

A series of tests began last June, but the authorities have consented to give a trial to any American car entered properly. The majority of cars are to be used for hauling bulky army supplies, such as provender and camp equipment.

In this connection it is of interest to note that the British War Office has furnished particulars of a provisional scheme for the subsidizing of petrol motor lorries or wagons built after January 1, 1910, and owned by civilians. The vehicles will only be purchased in event of national emergency, and will not be enrolled for hire purpose or for manoeuvres. The War Department is to have the right to purchase on fixed terms any enrolled vehicle when the War Minister certifies in writing under his hand that the country is in a state of national danger or if a proclamation be issued under the reserve forces act of 1882.

The lorries which may be thus acquired are divided into two classes: (1) those capable of carrying a useful load of three tons (ton equals 2,240 pounds) at ten miles an hour, and (2) those capable of carrying a useful load of 30 hundredweight (hundredweight equals 112 pounds) at 12 miles an hour. The wagons will be subsidized for two years, and the owners will receive an initial subsidy

varying from \$39 to \$58 and an annual subsidy of \$73, payable half-yearly. A further \$48 will be paid if the wagons carry a second magneto.

Broom Corn.

The brush used for making brooms comes largely from Illinois, Kansas, Oklahoma and Tennessee. The growing of the broom corn or brush as it is technically called, is very remunerative. Owing to the fact that brush growing is restricted to such a small area, its price is very high, growers receiving from \$100 to \$350 a ton. In the state of Illinois, the counties of Coles, Edgar and Douglas form the larger portion of the producing belt. The states of Missouri, Oklahoma, Tennessee and Arkansas produce an inferior quality of brush. The district surrounding Arcola (Illinois) is regarded as supplying the choicest brush in the world. In Illinois, farms devoted to the cultivation of broom corn range in size from 10 to 100 acres, the total acreage being from 30,000 to 50,000.

The cost of growing broom corn is far in excess of that of growing ordinary maize. Brush is planted shortly after Indian corn, but is gathered during the latter part of September and the early part of October.

The largest broom factory is situated at Evansville (Indiana), where between six and seven thousand brooms are turned out every working day of the year.

Oil Engines in Germany.

U. S. Consular Reports.

The great demand for small explosive engines consuming gasoline, which has been especially noteworthy during the last few years, naturally has directed the minds of nearly all enterprising builders to the possibility of producing a somewhat similar engine which would operate successfully with cheap crude oil as a combustible.

As is well known in engineering circles, successful motors of large dimensions burning crude oil as fuel and constructed according to the Diesel principle, have been upon the market for some years, and in fact the patents upon motors of the larger size have already expired. In these motors the carburetor necessary in gasoline engines is eliminated altogether. Engines of this type have been installed in the large 8,000 ton experimental ship now being built for the Hamburg-American Line.

It is now understood that motors of this kind of from 5 to 30 horse power have been perfected and are likely to be introduced commercially within the next few months, having already been

exhibited at the Brussels Exposition by Diesel & Co., who, as may be inferred, brought out the original motor of this type. If they accomplish all that is claimed for them their success scarcely can be doubted, although their cost will be considerably in excess of the cheap low-powered motors burning gasoline, of which many makes are available. The average cost of operating a ten horse power motor ten hours with crude oil in Germany is 30 to 50 cents, theoretically, whereas the same power with gasoline would cost from \$1.50 to \$2.50. However, fuel economy is not the only advantage claimed for the new engine. The danger of handling crude oil is very much less than that involved in handling gasoline, and the storage of the fuel is much simpler.

These small motors will have neither carburetors, lighters nor magnetos. The liquid fuel is exploded in the cylinder by the introduction of a jet of compressed air of a certain temperature. It is claimed that the combustion is perfect, that the starting is automatic, and that there are no brusque variations of pressure while the engine is in operation.

British Crop Result.

The wheat crop of 1911, amounting to 62,657,568 bushels, is the largest returned since 1899, and exceeds by nearly 8,000,000 bushels the crop of last year. The yield per acre was 1 1-7 bushels (3.6 per cent.) above the average of the preceding 10 years, and 2 1/2 bushels more than in 1910, though smaller than in 1909 by nearly 1 bushel per acre. Each of the other crops is more or less below average. The yield of barley was 1 1/2 bushels per acre below average, and the total crop is more than 8 million bushels less than the average, and smaller than in any previous year on record. Oats were over 2 bushels per acre short of an average, and the total crop is less than in any year since 1901. Beans were 5 bushels per acre below average, and notwithstanding a substantially increased acreage, gave a total crop of 960,000 bushels less than in 1910. The yield of peas was slightly better than in 1910, but nearly a bushel per acre below average. Clover and "seeds" hay yielded 5 hundredweight (hundredweight=112 lbs) per acre or 16 per cent. below average, while meadow hay gave little more than three-fourths of an average. The total crop of clover and "seeds" hay is the smallest since 1893, and of meadow hay the smallest since 1901. Altogether, the hay crop of 1911, amounting to 7,183,240 tons, is 2,333,000 tons less than that of 1910, and about 20 per cent. below the 10 years' average.

STEEL SOCKET SHAFT ENDS

For Repairing Broken Buggy and Surrey Shafts.
QUICK. INEXPENSIVE. RELIABLE.

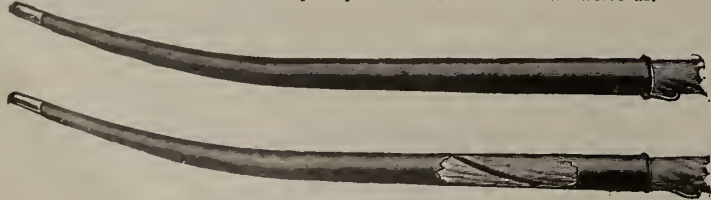
The Splice Joint Steel Socket Shaft End offers the easiest and most satisfactory method for repairing broken buggy and surrey shafts.

They are made of a double re-enforced steel tube, the inner tube being pressed and crimped into the outer. A beveled hickory filler is inserted after the tube has been thoroughly enameled inside and outside.

The black enamel finish resembles patent leather and as the tube is nickel tipped it makes a neat as well as a substantial repair job. The Splice Joint where the woods meet adds great strength, guarantees against breaking where repaired, and prevents the shaft end working loose and rattling.

These shaft ends are made in two sizes: Buggy 29-inches long, Surrey 29-inches long. We can also furnish Pole-Ends of the same general construction in three sizes, size A 14-in., B 14-in., C 2-in.

Our Shaft Ends are the only reliable type and are fully covered by patents. Handled by all leading jobbers. If your jobber does not have them write us.



CUT SHOWING SPLICE JOINT.

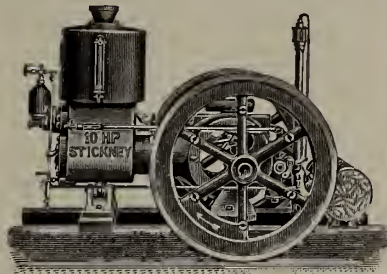
Shipments made from our Branch Factory at WINDSOR, ONTARIO.
Address all correspondence to—

STEEL SOCKET SHAFT END CO.,
CLEVELAND, O., U.S.A.

POWER PRODUCERS



CANADIAN AIRMOTOR



STICKNEY GASOLINE ENGINES

Lines that always land the order for the man who knows how to present their merits.

Keep pace with progressive farmers and handle our lines. If you are not already on our side, consider this a personal invitation to step over.

Besides the unapproached intrinsic merits of the goods we manufacture and deal in, you will have the assistance of our Company's long standing reputation and its strong advertising campaign carried on in the Dealer's behalf in the Western Agricultural papers. Devote yourself to the sale and a successful trade will be your reward. For here is a GREAT line for you, a line so NEEDED that its sale will get you the BIGGEST SHARE of the business of your locality and a profit you have never before enjoyed — IF YOU ARE PROGRESSIVE.

Write us for information, it costs you nothing, it obligates you to nothing, it is merely an intimation that you are willing to learn the truth about our methods and the merits of our goods.

Write us TO-DAY!

Our Easy-Selling Money-Making Lines

Canadian Air Motors, Stickney Gasoline Engines, Chapman Gasoline Engines, "Flour City" Tractors, Climax Well Drilling and Dempster Boring Machinery, Town Water Tanks, Towers and Fire Engines, Toronto and Aylmer Pumps in Iron and Wood, Grain Grinders, Wood Saws, Tanks, Stock Troughs, Basins, Stalls, Stanchions, Aylmer, Standard and Pitless Scales, Pipe and Well Casing.

ONTARIO WIND ENGINE AND PUMP CO., LTD.
WINNIPEG CALGARY TORONTO

FLOUR CITY TRACTOR.



The GOLD MEDAL Winner

- DID** you observe our Gold Medal record the past four years in the Winnipeg contest?
- DID** you note in the 1911 contest the "FLOUR CITY" carried off the Gold Medal in the Kerosene Class with as much grace as it did with Gasoline?
- DID** it ever occur to you that there must be some good, deep-rooted reason, that would enable the "FLOUR CITY" to continually carry off the highest prizes in these contests?
- DID** it ever dawn on your mind that a tractor equipped with a four cylinder vertical motor and high drive wheels will admit of the greatest power with the least weight; and the overhead valves opening direct into the Cylinders is worthy of honorable mention from an economical standpoint?
- DID** you ever grasp the fact that our bevel gear transmission with its high carbon steel gears and ball-thrust bearings, has proved in every way superior to any other construction in the field to-day?

IF you are not familiar with these facts and are really interested send for our Catalog.

KINNARD-HAINES CO.,

830 44th Ave. No., Minneapolis, Minn.

ONTARIO WIND ENGINE & PUMP Co. Limited

Toronto, Winnipeg, and Calgary, Dominion Agents.



Wanted

LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.

The Oldest Established
Business of this kind
in Canada



Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited
(Successors)

HAMILTON

ONTARIO

HAVE YOU THOUGHT OF THIS?



Every farm in your community should have one or more disk harrows on it? This has been proved so true by experimental work and field tests that it hardly needs repeating. Still many farms do not have them YET. If you know a farmer who still farms without one, go after him, for he is a prospect. We will provide you with educational literature free. You distribute it where it will do the most good, and in the course of time you will do tillage implement business by the carload. McCormick tillage implements are designed to fit Canadian farmers' requirements. They are manufactured at Hamilton, Ontario, in the largest and best equipped farm machine plant on British soil. They are machines with which a dealer never has a come-back. The oiling system alone is sufficient reason for a farmer to choose a McCormick, and for a dealer to want to handle it.

Selling McCormick disk harrow carries with it the right to sell McCormick drills, peg-tooth and spring-tooth harrows, cultivators, combined cultivators, seeders, scufflers and land rollers—a complete line of tillage machines, easy to demonstrate, and easy to sell.

Write to the nearest branch house for full information.

Western Canadian Branches

International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

Spring Housecleaning.

A general shaking up is the best initial mode of procedure for the business man who suspects that he is slipping into a rut; let him try new methods; let him pull all his stock out in the yard, and then put it back in some different location in his show room, it will make things look different; let him paint up his old shop-worn machines, a little paint is often the means of a sale, for colors are as pleasing to the man as they are to the eyes of a woman; let him wash his front windows and sweep the place out. This will make a start in the right direction, and once started many more needed improvements will make themselves apparent.

A man's vocation should be an abiding joy to him, if it is not he has been mistaken in his call-

ing, and should change it at the earliest opportunity.

There are many lines the implement dealer may profitably add to his stock; many, it is true, that show a selling price of but a fractional increase on cost, and which appear to entail more work in handling than it is worth to carry them. It is to be remembered that all grocers carry sugar as a staple article of stock; sugar means little or no profit to them, but it is in their line, they are supposed to carry it, and the discovery of a dearth of sugar in the housekeeper's cabinet invariably finds some other commodity of which she is also in need.

It is the same in all businesses—a full stock will induce trade, and customers are attracted thereby; short or incomplete stocks are worthless where competition is keen and a small and complete stock will, without exception, prove to be more profitable than large importations along set and conservative lines.

Be modern, the time is past when the business man could sit in his shop, smoke his pipe and count his profits. He must now be up and at it; there is a joy in every sale made—it is a

conquest won; and there is ample satisfaction in the yearly balance sheet when it shows that time and energy have been well and profitably spent.

Justice.

A Vancouver magistrate recently gave a ruffian ten years in jail and twenty lashes for assaulting and robbing a woman in that city. This is an example that may be well followed by others in authority, as these instances are getting altogether too frequent. Just a few days ago a particularly bad case of this kind occurred in Winnipeg, when a would-be robber, it is presumed, shot at a woman who had answered his knock at the door, without warning.

The free use of the lash had much to do in suppressing the brutal crime of "garrotting" which was so much resorted to by criminals many years ago in England, and it may still be used to good advantage.

A Great Country.

An Irishman named Pat Sullivan hearing stories to the effect that people in America were mind readers, that money could be found in the streets, &c., decided to come to this country.

Shortly after his arrival in New York he picked up a purse containing \$450. Said Pat, pocketing the purse, "O'im beginning to believe pwat Oi heard."

Upon boarding a car he heard the conductor calling off names, and noticed that at each call some one arose and left the car.

"Lewis!" called the conductor, and a man got off.

"Clinton!" Another man got off.

"Elizabeth!" A lady got off. Sullivan thought this something wonderful.

"Thompson!" called the conductor, and another man got off.

Pat was about to ask the conductor how he managed to do it, when the conductor called "Sullivan!"

Pat bounded out of his seat, saying to the conductor, "Oi'm Sullivan," and got off the car.

"Well, I wonder pwat next," said Pat to himself, standing on the corner. He had not long to wait, however, for in a few minutes a lady approached him and asked "Is this Sullivan?"

"Yis, madam," said Pat. "Pwat can Oi do for yez?"

"Well I want 450 Sullivan," said the lady, who was looking for a certain address.

Whereupon Pat, overwhelmed with astonishment, reached into his pocket, and handed the lady the \$450 he found remarking, "Begorry, but this is a great country!"

A Cookie

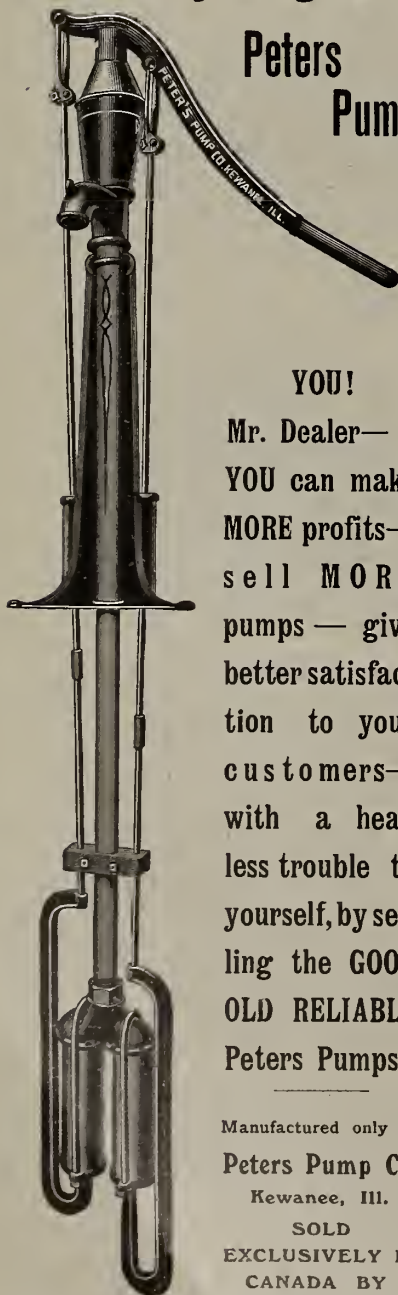
What do you think of this from the editorial page of the Implement Trade Journal. Wouldn't it give you a cold sore?

Now that Dr. Cook's Eskimos have gone back on him, will he blubber? Probably he would like to whale them, although at the time of writing he found the air smelt chilly at Copenhagen. It was a cold day for him when he cached his broken sextant and skated southward to cash his story—a wrong story at that, it appears. To be charitable, let us assume that the doctor got cold feet and did not dare to venture farther north. But Peary and the Eskimos have cooked his goose pretty effectually, and now that the ice is broken the fake explorer will doubtless be snowed under so deep he will never again see the northern lights. But excuse us, we are getting entirely at sea; what has all this to do with the implement business? Answer, under seal.

Immigration.

A press despatch from London (Eng.) states that for this year, up-to-date, the percentage of immigration from the United Kingdom to the United States has been 20, and to the over-seas dominions 79. In 1909 the figures were respectively 40 and 59.

The Only Original Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S

Handy Low-Down Suspension
Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York

NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Dowagiac Drills & Seeders
Are the Leaders
THERE ARE MANY REASONS WHY MANY ARE THERE
ASK US NOW DOWAGIAC MANUFACTURING CO. DOWAGIAC, MICH. YOU SHOULD KNOW

New Grain Door.

The subject of car doors for the shipment of grain has always been one to avoid, between the grain shipper and the agent of the local railway; it has invariably ended in trouble, and has been the cause of more annoyance to shippers than it is possible to state. It will be welcome news to these individuals, therefore, to learn that an inventor in North Dakota has at last, he claims, solved the difficulty, in a sectional door which when not required for grain shipments folds up and is fastened to the roof of the car.

For use with grain the door slides down cast iron grooves to the sill of the door way, and effectually prevents leakage; it has been in use on the Great Northern Railway for some time, and we understand is to be generally adopted and fitted to all the freight cars being operated by that company; it is to be hoped that Canadian roads will also take it up if it as successful as rumor claims.

Cost of Automobiles.

A writer in Harper's Weekly discusses the reasons why an auto cannot be purchased as cheaply as a pony cart.

Something like one thousand five hundred separate pieces go to the making of a motor car, he says, and not only does each piece need to be handled separately, but some parts require several operations before they are of the proper shape, size and quality to fill their places in the complicated whole. "Paradoxical as it may seem, the more cheaply a good car is to be produced the greater must be the investment in tools and other equipment. The car of the olden days, built piece by piece in the small machine shop, cost three times as much as the better automobile of to-day, manufactured in establishments having millions of dollars' worth of tools and equipment."

Bonus for Flax Machinery.

The New Zealand Government is offering a bonus of \$58,400 for improved methods and machinery for the extraction and dressing of native flax, or the utilization of its by-products. The bonus is open to inventors throughout the world, and if earned the Government will probably recoup itself by imposing a small export duty on New Zealand hemp.

The bonus will be paid by the Government wholly or in part for any of the following benefits to be derived:—

(1) A process of extracting and dressing the fiber of New Zealand

hemp (*Phormium tenax*), whether by machinery or otherwise, whereby there shall be obtainable (a) a greatly improved quality of fiber marketable at a higher price, or (b) a substantial reduction in the cost of producing the fiber.

(2) Any such process that shall produce a fiber fit for use in manufactures other than rope and twine spinning.

(3) Any such process that shall render unnecessary any of the present operations involved in extracting and dressing the fiber, such as stripping, paddocking, or scutching.

(4) Any improved method of separating the green envelope or the flinty or colored matter from the green leaf of the phormium plant so as to produce a strong white fiber, the whole of which can be saved with little or no tow or waste.

(5) Any means whereby the by-products obtained during the processes of extracting and dressing New Zealand hemp fiber, such as the gum, dye, stripper slips, tow dust, or waste vegetable matter shall be converted into a marketable commodity.

Inventors, get busy!

Powdered Milk.

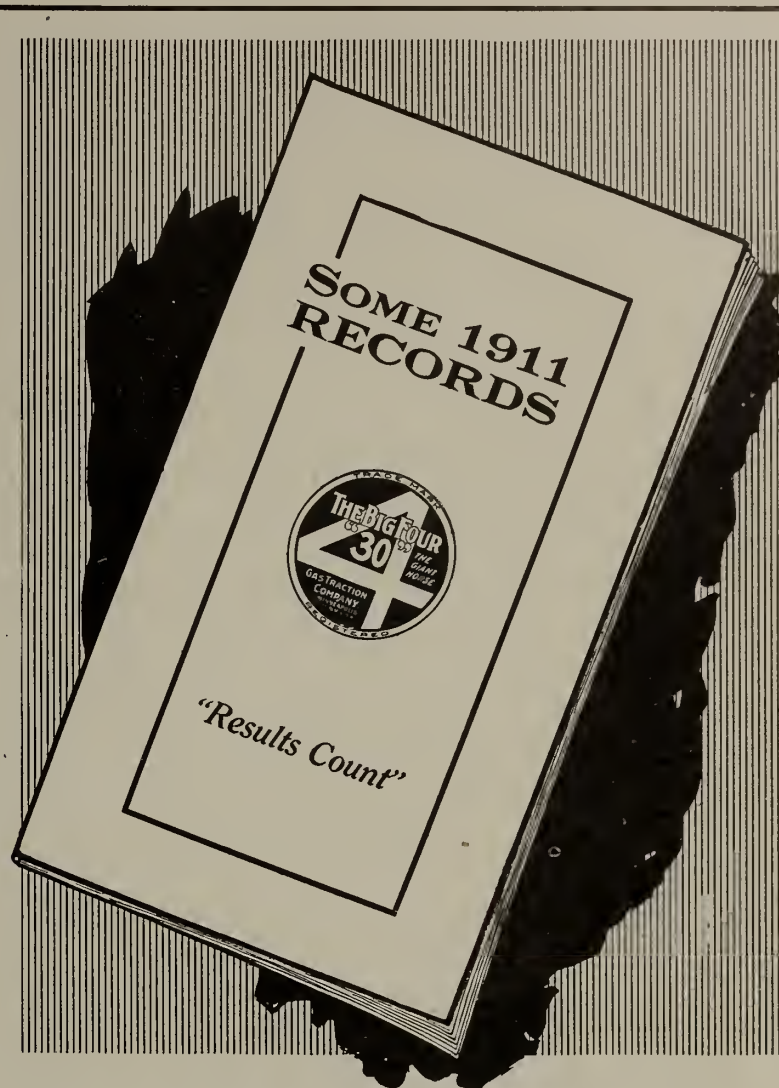
The announcement that two tons of powdered milk have been ordered for the use of Dr. Mawson's forthcoming antarctic expedition has helped to bring into prominence an industry which is assuming large proportions in Australasia, especially in New Zealand. The same product was used extensively by Shackleton's expedition, and was the principal food of Professor David's party, which reached the south magnetic pole. New Zealand powdered milk is a serious rival to condensed milk, on account of its nutritive value, and especially its keeping qualities. It is said to be much superior to condensed milk for infants' food, as it is thoroughly sterilized, contains no cane or beet sugar and in the process of drying the milk, the casein is divided into fine particles as in human milk. One kind of powdered milk made entirely from skim milk, is used largely in biscuit factories, and in the manufacture of milk chocolate.

Easily Answered.

The proofreader on a small middle-western daily was a woman of great precision and extreme propriety. One day a reporter succeeded in getting into type an item about "Willie Brown, the boy who was burned in the west end by a live wire."

On the following day the reporter found on his desk a frigid note asking, "Which is the west end of a boy?"

It took only an instant to reply: "The end the son sets on, of course."



Send for these Records

TO KNOW what farmers have actually done with their tractors is worth more to you than theories of mechanical construction. Records of work well done weigh heavier than brilliant probabilities. Facts are what you want.

The records in this little booklet were picked up at random from the hundreds sent in by enthusiastic Big Four "30" owners. They do not represent the greatest amount of work which it is possible to do with the Big Four "30" in a sea-



son—they merely tell what was actually done during the season of 1911.

With every record is given the name and address of the man who sent it in—write to him and see what he thinks of the Big Four "30"

THE thousands of testimonials we have on record mean just one thing—that The Big Four "30" makes good every time—delivers the goods. If it didn't do this—every time—we never could afford to sell it on approval—we'd have to get our money before it was unloaded. But we know that it makes good every time and we're not afraid to let you try it out in your own field before you pay a cent on it. That's fair, isn't it?

The Big Four "30" has many exclusive features which place it in a class by itself. Its self-steering device easily adds \$1,000 to the engine's worth.

SEND TO-DAY FOR THIS BOOKLET AND OUR AGENCY CONTRACT

GAS TRACTION CO.

First and Largest Builder in the World of Four-Cylinder Farm Tractors

Market and Princess Streets, Winnipeg, Man.

Canadian Factory:
Winnipeg, Man.

General Office and Factory:
Minneapolis, Minn. U.S.A.

Progress of Agriculture.

Farm operations which formerly called for a large expenditure of man's muscular power are now rapidly performed by machinery guided by the hand, the eye and the brain of man, and impelled by the power of the horse or the engine. Enough remains for the man on the farm to do, but what he is called upon for is much more largely brain work and skilful direction, with far less of exhausting muscular labor.

The farmer's way out is through machines. There was never a time when a farmer or farmer-boy could not devise some mechanical device for aiding him in his work. The vast development of western agriculture was made possible by the implements designed for thousand-acre grain fields. Now the inventor and manufacturer are turning their attention to the small farms, and the work of the farmer and the inventor has become that of a specialist.

In short, agricultural progress is only learning the simple truths of nature and nature's wisdom and dealing with them wisely to advantage, and if we, her children, will humor and please her, she will bestow upon us her richest gifts with a lavish hand. The divine command is: "Give and it shall be given unto you; good measure, pressed down and running over." This is the law and key to success in agriculture.

Nearly 150,000 Oil Wells.

There are now 148,440 oil wells in operation in the United States. They average about four barrels a day, but in Pennsylvania and New York old wells in some districts yield a profit on an output of less than one-fifth of a barrel a day. The original Drake well,

drilled in 1859, would probably, if it were cleaned, be capable of yielding one-third of a barrel a day. Another well close to the Drake well is 45 years old and is still being pumped.

Over 8,500,000 acres of land are leased for oil and 700,000 acres are owned in fee by oil operators.

Liability for Breakage.

Rather an important point in connection with the responsibility of the hired man was raised by a Brandon farmer recently when he was charged with having held back some \$24.00 from his employee to pay for breakages to machinery, etc., during the time he had been working.

The farmer claimed that it was customary in that locality for hired men to make good for all such breakages, but strong evidence was given to disprove this contention. The court decided that the hired man was not liable for ordinary breakages and gave its finding accordingly.

The hired man is always liable, to some extent at least, when the evidence proves that he was guilty of wilful or inexcusable negligence, but in all ordinary cases the risk of the property is with the owner, unless it is specifically arranged as part of the agreement that it shall be otherwise.

Electric Light for Sterilizing Milk.

By U. S. Consul Frank W. Martin,
Amsterdam, Holland.

A local periodical refers to the effect of ultra-violet beams on bacteria and to the fact that such beams are abundantly developed by mercury incandescent lamps, and relates that through this

medium milk may now be sterilized in a few minutes. An apparatus has been constructed, it is explained, whereby the milk flows in a thin stream along an electric light. Demonstrations were first made with water infected with different kinds of bacteria, and it is said that the water was purified in a few minutes, without appreciably increasing its temperature. The result is attributed to the quality of the ozone formed under the influence of the light, but the demonstrations must be conducted where there is sufficient room for the light to burn freely.

A Great Ohio Cow.

The Anna Dean Farm owned by O. C. Barber of Ohio has come into the lime light through the phenomenal production of the Guernsey cow, Spottswood Daisy Pearl 17696. The official test began Nov. 8, 1910, and closed Nov. 7, 1911. During that time she produced 18,768.2 pounds of milk containing 936.72 pounds butterfat. During the 23 days in Nov., 1910, she produced 1,177.6 pounds of milk and 55.35 pounds fat. Had her record been computed from Dec. 1st. to Dec. 1st., it would have shown 18,717.1 pounds milk and 946.38 pounds fat. At the present time she is milking over 50 pounds per day but she is not on official test. During the progress of her test she was off her feed but once for two or three days during the excessively hot, dry weather of last July. She has never appeared in better health than she is at this time and her wonderful condition is a marvel to all visitors. Her great record is due to the natural ability of the cow and the fact that her every

want is studied and her whims humored and the skill, energy and enthusiasm of her care-taker Mr. Carl Cockerell.—R. G. Murphy.

Burning Stumps.

Recently one of our readers asked for information for removing stumps from cleared lands. I give the following information as it was given me by one who had thoroughly tested it. In the early part of the winter bore a two-inch auger hole to a depth of about three inches in the top of each stump to be removed, fill the hole with the refined nitrate of potash and drive a pin tight on it. Let it remain until the spring, when the potash will be absorbed, pour a little oil on top of stump and set fire, and the entire stump, and in a great many instances all the roots will be consumed by slow burning.

The Appearance of Evil.

"Sister Henderson," said Deacon Hypers, "you should avoid even the appearance of evil."

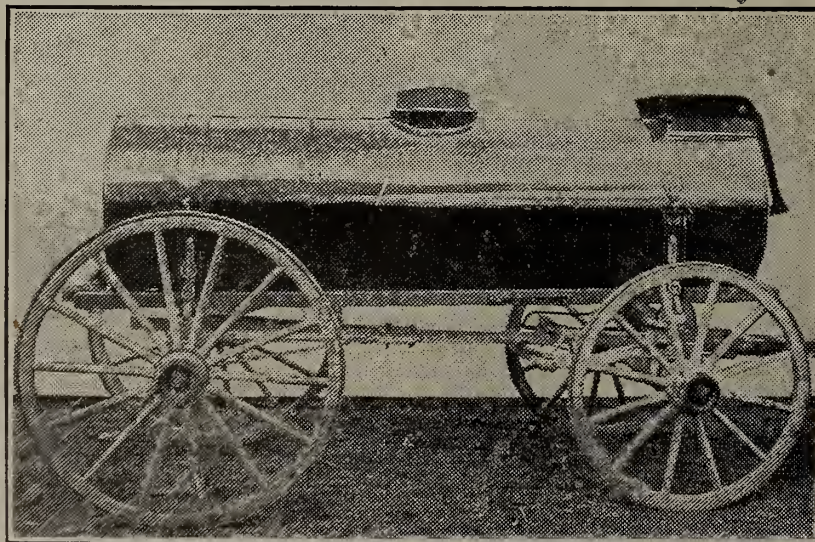
"Why, Deacon, what do you mean?" asked Sister Henderson.

"I observe that on your sideboard you have several cut-glass decanters, and that each of them is half filled with what appears to be ardent spirits."

"Well, now, deacon; it isn't anything of the kind. The bottles look so pretty on the sideboard that I just filled them halfway with some floor stain and furniture polish, just for appearances."

"That's why I'm cautioning, sister," replied the deacon. "Feeling a trifle weak and faint, I helped myself to a dose from the big one.—Telegraph.

Western Standard Steel Storage and Wagon Tanks, for Water, Oil and Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

Read this Letter.

The following letter is from a farm implement firm in Northwest Canada, who started in business less than three years ago. They allied themselves first with the McCormick line, including all the accumulated goodwill which that means, and then they secured an I H C engine contract and went out after the engine trade around them. They wrote the results of their work to us, and here it is.

International Harvester Company of America,
Gentlemen:—

"Grassy Lake, Alta., is a small town of about one thousand inhabitants between Medicine Hat and Lethbridge on what is known as the Crow's Nest Line of the C. P. R. R. We came here in March 1909, and started in business running a general store and implement business combined. We made a contract for the McCormick line and are pleased to state that we have never regretted having done so.

"In 1911, 'we sure went some', our sales amounting to \$87,000 in I H C machines (McCormick line). In the list of sales we will mention a few large orders which we were able to get: 14 I H C engines, 12 tractors, 2 stationary engines. The tractors we delivered were: three 45's, four 20's, five 25's, and we may state here that we have never had a bit of trouble with any of them. We believe that the I H C tractor can

go out and do the work with any of them, and those we have sold require less repairs than any other make of engine sold in this district. We are proud to be able to say that we have the engine trade pretty well corralled in our territory.

"We attribute our success in the machine business solely to our handling the one line of goods, and pushing it for all we are worth. We believe in the I H C line all the way through and think an agent can do much better by handling the one line. We find that the farmers place more confidence in what we tell them than were we to handle three or four different makes of machines and not ourselves know which is best."

LARSON BROS. & HINCH

Doesn't this sound like success to you? There is this same tractor trade in your community, and we are looking for more aggressive capable dealers like Larson Bros. & Hinch. The I H C line of engines is the most complete on the market. It includes stationary, portable and tractor engines for all purposes, from the little Tom Thumb for chore work to the powerful 45-h.p. Titan and Mogul for plowing, hauling and threshing.

Did you ever see an I H C engine catalogue? It is as good as a college course on internal combustion engines. Send for it. Write the nearest branch house for a list of the best year-round money-makers and business builders in the market—I H C gasoline engines.



WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Yorkton, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man.



The Name "OLIVER" on a Tractor Gang

means to the dealer that he has selling points to convince the farmer that makers of other plows have either never heard of or seen only in reports of new patents. When buffalo herds were roaming over the western prairies Oliver plows were filling the needs of the Eastern farmer, and when the West opened up its magnificent wheat empire Oliver plows were there already adapted to big farm conditions. With the advent of tractor plowing, Oliver plows, so long the leaders in horse gangs, became the natural leader of tractor gangs. The Oliver is still the plow which farmers think of first when they go in for power plowing.

The Plow They Think of First is the Easiest Plow to Sell.

This is one of the reasons why it is so profitable for a dealer to represent the Oliver Company in his town. Then again, from a strictly retail point of view Oliver gangs are

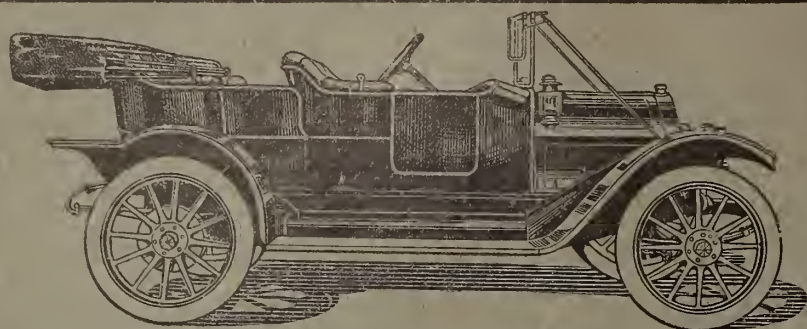


easy to handle. The plow is built up of sections of 4, 5 and 6 base frames, each one a complete plow. These can be connected to make a flexible plow of any required size. This makes Oliver plows easy to store and easy to ship. Four 12-bottom engine gangs can be shipped in one car. Figure out what this means in freight saving.

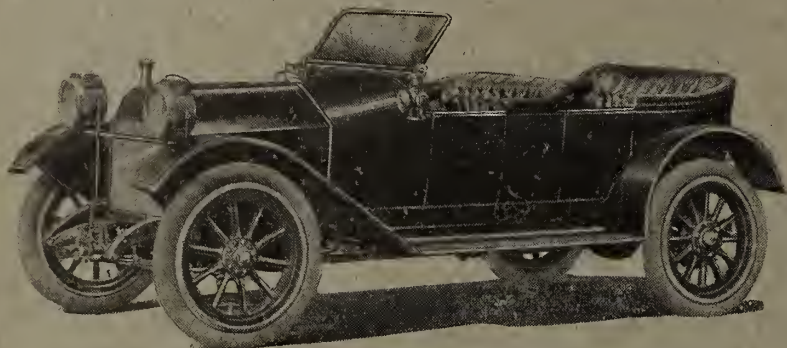
The Oliver plow is built to fit the needs of prairie farmers. It plows the ground at an even depth, no matter how rolling. Facts like these insure to the dealer that Oliver plows—whether horse or tractor drawn—offer more advantages and prospects of larger sales than any other plow on the market. Let the nearest branch house show you all the reasons why you should sell Oliver plows.

WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.



Equipment ; Bosch magneto, top, glass front, Prestolite tank, full set of lamps, speedometer, demountable rims, 34 x4 inch tires, electric horn, robe rail and foot rest.



Hupmobile "32" \$1,150. F.O.B. Winnipeg
Equipment: Glass front, top, full set of lamps, generator, etc. The highest
powered and smoothest running small car in the world.
Write us for our 1912 Agency Proposition.

JOSEPH MAW & CO. LIMITED,
WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED.

GENERAL AGENTS:

Winnipeg, Man.

Regina, Sask.

Edmonton, Alta.

Brandon, Man.

Saskatoon, Sask.

Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE
LIVE STOCK INSURANCE
HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

DEALERS: Our 1912 Model Tractor

Is the best line you can hitch up with if you are out for a share of the big tractor trade this year.

It has the finest engine that can be produced, cooling system of the automobile type, splendidly efficient, yet requires little water. Power is transmitted so as to obtain maximum results. Fuel tank of full capacity for a day's work. Steering device unequalled.

We are putting the advantages of the "IDEAL," squarely before the farmer in our advertising all over the West. Are you ready to **turn your inquiries into sales**? Write us for our interesting proposition.

We ' Make :

"Ideal" Gasoline Tractors.

"Ideal" Hopper Cooled Gasoline Engines.

"Maple Leaf" Grain Grinder

Windmills and Pumps of every
description.

Wood Sawing Outfits,
etc., etc.



Goold, Shapley & Muir Co., Ltd.
Brantford WINNIPEG Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 5.

WINNIPEG, CANADA, MAY, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents

UNION BANK OF CANADA

Established 1865.

HEAD OFFICE—QUEBEC.

PAID-UP CAPITAL - \$4,951,000
RESERVE AND UNDIVIDED PROFITS - \$3,500,000
TOTAL ASSETS (OVER) - \$58,000,000

BOARD OF DIRECTORS

Hon. John Sharples, President. William Price, Esq., Vice-President.
W. K. Allan, Esq. R. T. Riley, Esq. E. J. Hale, Esq.
Geo. H. Thomson, Esq. Wm. Shaw, Esq. E. L. Drewry, Esq.
John Galt, Esq. M. Bull, Esq. F. E. Kenaston, Esq.
C. P. Reid, Esq. E. E. A. Duvernet, Esq. S. Barker, Esq. S. Haas, Esq.

G. H. Balfour, General Manager.
H. B. Shaw, Assistant General Manager.
I. W. Hamilton, Superintendent Eastern Branches, Toronto.
J. G. Hillett, Chief Inspector and Manager Foreign Department, Quebec.
J. B. Waddell, Inspector, Toronto.
H. Veasey, Chief Accountant.
F. W. S. Cnsop, Superintendent Western Branches, Winnipeg.
F. W. Smith, Superintendent Manitoba Branches, Winnipeg.
P. Vibert, Superintendent Alberta Branches, Winnipeg.
J. S. Hiam, Superintendent Saskatchewan Branches, Winnipeg.
T. McCaffry, Superintendent British Columbia Branches, Vancouver.

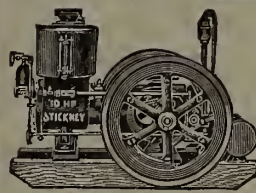


Union Bank Building, Winnipeg.

F. J. Boulton, Asst. Inspector, Manitoba Branches, Winnipeg.
Saskatchewan Branches, Saskatoon. R. H. Baird, Asst. Inspector, Alberta Branches, Calgary.
This Bank, having over 230 Branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of all Banking Business in these Provinces. Collections and correspondence are invited.
The Bank has Agents and Correspondents in all Cities of importance throughout Canada, the United States, the United Kingdom, the Continent of Europe, and the British Colonies.
51 Threadneedle Street, London, E.C. F. W. Ashe, Manager. G. M. C. Hart Smith, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M 6

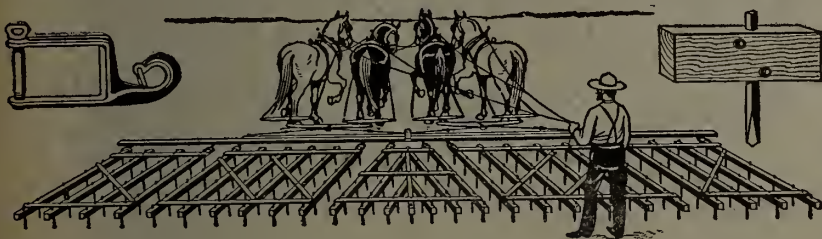


Trade With Us

If we beat you by selling you a Stickney Engine, you know where to find us. If we give you the merit we claim to have in the Stickney Engine, you will add one more satisfied dealer to our list, which is our stock in trade. Our interests are mutual—yours in securing an engine that will sell others, and ours in retaining your trade and everlasting respect. Let us submit our sales proposition.

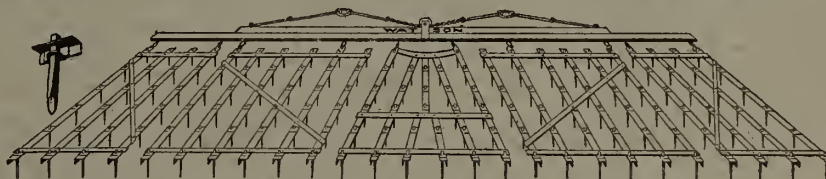
Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Boss Harrows for Profit and Prestige



WATSON'S BOSS WOOD HARROW.

Made of Seasoned hardwood. Has two rivets to each tooth; malleable draw clevis. Correctly designed and perfectly finished.

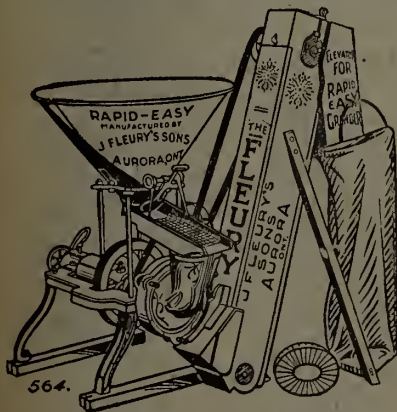


WATSON'S STEEL BOSS HARROW.

Tooth bars all angle steel, cross bars of channel steel. All teeth separately fixed by steel wedges. Teeth are dagger shape, with edges directly in line of draft. Equipped with pulley hitch eveners. Light draft. Width, 24 feet.

John Watson Mfg. Co. Winnipeg

Grain Grinding



with the FAMOUS "RAPID-EASY" GRINDER—which will do MOST WORK with LEAST POWER, and will effect a MARKED SAVING in the production of fat stock.

"RAPID-EASY" GRINDERS are made IN SIZES to suit ALL POWERS; for custom work or for farm work; may be run with steam or gas engine, tread or sweep power, or windmill. State what power your customer proposes to use, and for about what stock he wishes to grind, and we shall be pleased to advise the machine best suited for the purpose.

JOHN DEERE PLOW CO. Ltd.,

Sole Agents
WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. FLEURY'S SONS, Aurora, Ontario.

Medals and Diplomas, World's Fairs, Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG



Wanted

**LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.**

**The Oldest Established
Business of this kind
in Canada**

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited

(Successors)

HAMILTON

ONTARIO



Made in the West for the West. All sizes
—Power and pumping

"Manitoba" Windmills are made in all sizes for both power and pumping purposes. Known all over Western Canada as the Strongest and Best Windmills in the World. Why not buy direct from the factory, saving heavy freight and duty charges, and jobbing house profits.

**THE Manitoba
LINE is complete**

The most attractive proposition ever offered to dealers



4 and 7 h.p. Vertical Hopper-Cooled.



5 1/2, 7 1/2 and 10 h.p. Horizontal Hopper Cooled.

We manufacture a complete line of hopper cooled Gasoline Engines from 1 1/2 to 25 h.p., both horizontal and vertical, stationary and portable. Also the new 1 1/2 h.p. air cooled Manitoba Pumping Engine, a remarkably fast seller.

Write for Agency Terms

The Manitoba Windmill & Pump Co., Ltd.

BOX 301, BRANDON, MAN.

CALGARY, ALTA.

SUPERIOR HOOSIER KENTUCKY.

Always have held first place

There is a good reason

**They meet every
requirement.**

**Superior
Disc Harrows
on wheels.**

Nothing like them

Work like a charm

Send for Catalogues.

The American Seeding-Machine Co.

Incorporated

King and James Sts.

Winnipeg, Man.

GRAIN DRILLS



NOT IN A COMBINE

Sawyer-Massey Line—75 years the Leader

MR. IMPLEMENT DEALER :

There is more behind the PREMIER LINE of THRESHING MACHINERY than a selling proposition,—a mere profit-making inducement for you to handle the line. There is positive and proven merit in every Sawyer-Massey machine, we stand behind you in every transaction that you make with an unqualified guarantee of unexcelled workmanship and carefully selected materials.

We substantiate with goods every argument that you put forth in favor of them. This is a line that you can unhesitatingly recommend to your best customer,—one that will make you friends by setting the highest possible standard of excellence.

These are the kind of goods that stay sold,—there is no “come-back.” The same careful attention is accorded to the construction of the humble sweep as to the lordly tractor.

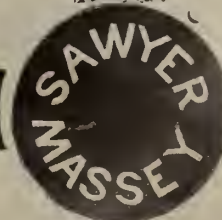
Our interest in you does not terminate with the signature of your contract,—we offer you all the advantages of a perfect selling organization,—the knowledge gained in three quarters of a century of manufacturing and selling machinery is at your unlimited disposal, and remember, too, the advertising we do in farm papers is for the benefit of our dealers.

We may not be represented in your territory—Write us now.

Our new catalog tells a big story of progress and advancement,—let us mail one to you,—it gives a new light on the subject of farm power and threshing machinery.

Sawyer-Massey Company, Limited

BRANCHES—WINNIPEG MAN. AND REGINA SASK.

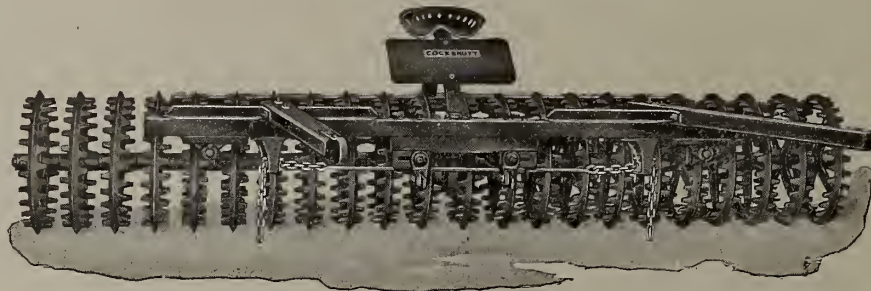


The Cockshutt Combined Flexible Pulverizer and Sub-Soil Packer

With Combination V-Shaped Wheels [Cockshutt Patent]

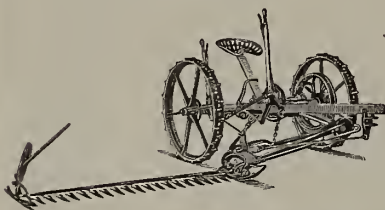
A customer of ours informs us that he has made a practical test by packing 80 acres of his field with a Cockshutt Combined Flexible Pulverizer and Sub-soil Packer, leaving the balance of 80 acres untouched. The result shows that the packed field yielded **FIVE BUSHELS MORE PER ACRE.**

This proves conclusively that the Cockshutt Com-



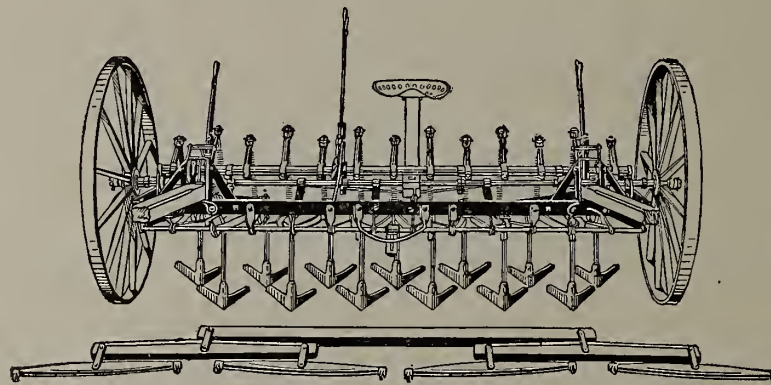
binated Flexible Pulverizer and Sub-soil Packer is a boon to farmers. It breaks up the lumps thoroughly, works the surface in a fine loose state and forms small channels which are great moisture preservers. Evaporation is thereby greatly checked, and a firm, rain-holding foundation is formed. In every way a thoroughly high-grade implement.

Frost & Wood Mower



This picture illustrates the popular F. & W. No. 8 Mower, a fine seller. It is very durable, and by reason of roller bearings it is the **LIGHTEST RUNNING MOWER MADE.** Driving gears arranged on the internal gear principle. Practically no wear-out on the cogs. Knives are set in cutting motion the moment drive wheel starts to revolve. Spring foot lift, conveniently placed, easily operated. Pressure on foot lever raises whole bar. Large Drive Wheels stay up well and give good traction on rough ground.

The Frost & Wood Climax Stiff-Tooth Cultivator



Have attained immense popularity by reason of their great value. It's a perfect Weed Exterminator, a sturdy, durable machine. Cuts every weed below the surface and leaves a loose mulch on top—an ideal condition for **PRESERVING THE MOISTURE.** Has stiff teeth and 10 inch blades, each overlapping the other several inches. Canadian or Sow Thistles have no terror for the owner of the Climax.

The Tiger Dump Rake



The name **FROST & WOOD** on a rake means the best rake you could handle, for it finds a ready sale every-where. All steel. Solid steel axle extends the full width of the rake. As it is always turning, sagging in the middle is impossible. The action of the Foot Trip is on the centre of the rake. This is the point where the load is at all times nearly even, and therefore the trip acts where there is the least chance of straining one part at the expense of others.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

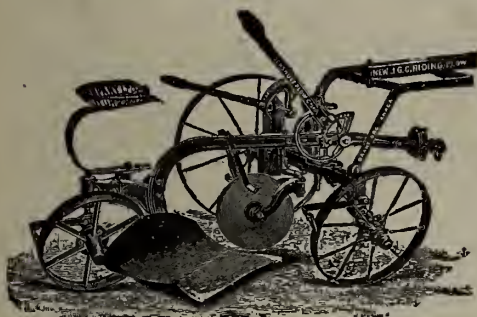
Plows for every Purpose

If with the line of Plows you now handle you do not succeed, **SELL THE COCKSHUTT line**—no more trouble then.

Here's a line of Plows so efficient, so much needed everywhere, that its sale will get you the biggest share of the plow business of your locality and a profit you have never before enjoyed. We are ready to co-operate with you and help you meet the demand that you will create.

Better write us to-day for our proposition.

J. G. C. Plow



J. G. C. PLOW

Put this plow on tough and rough prairie land and it will break the sod as clean as a whistle. It is equally good for stubble work.

Notice our large land wheel—this insures easy running.

The axle swivels on a king-bolt; a great advantage in rough land.

The location of the seat enables the driver to see the turning furrow, resulting in the best work.

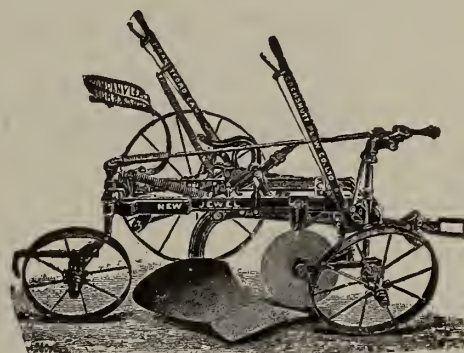
The operator's weight is placed to assist the bottom in staying in hard and rough ground.

Bottom can be easily raised or lowered to its work by means of our eccentric lifting device.

Can be furnished with 14, 16 or 18 in. stubble bottom, and 14 or 16 in. breaker bottom.

Regulated to cut from 3 to 8 inches deep. Can be furnished with rod breaker boards for breaking in place of ordinary breaker boards.

New Jewel Sulky



NEW JEWEL SULKY

This plow is built entirely of steel and malleable iron.

The frame is a model of strength.

The steel wheels have long, removable, dust proof bearings, with large wearing surfaces, insuring long life and small cost for repairs and by using hard oil will require practically no attention.

The plow bottom is set firmly in the ground by touching the foot lever, and once set for work will never vary.

A long controlling rod connects furrow and rear wheels and works automatically. Can be fitted with 14 in. or 16 in. breaker or stubble bottoms.

Empire Gang

This is a light two-furrow plow, yet remarkably strong and durable. The materials are of the very highest quality and the whole plow is a fine piece of workmanship throughout.

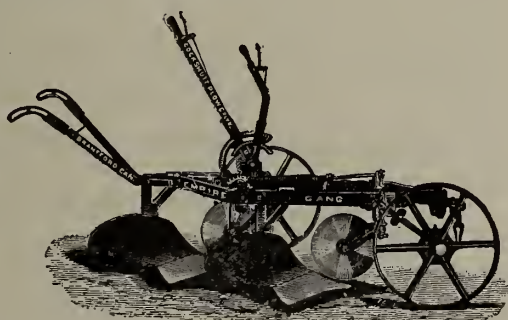
It has an extra strong steel frame, heavy axles, and dust proof bearings.

The fine adjustment ratchets will be found a great advantage.

It is also equipped with compound levers and spring lift of new design.

All Empire Gangs are fitted with steel and malleable standards, which are unbreakable.

All our Gang and Sulky Plows are furnished with heavy soft centre shares—much heavier than other makes.



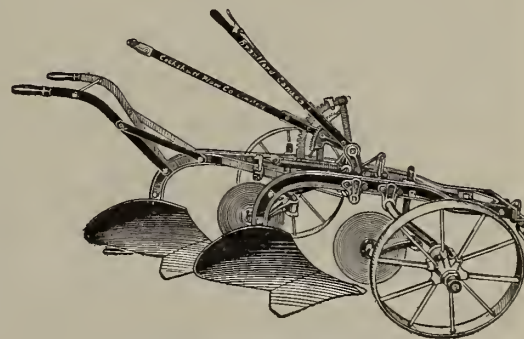
EMPIRE GANG

Empire Chief Gang

Has heavy, high carbon steel plow beams to stand severest conditions.

Beams are arched high—giving good clearance. The long powerful levers are pivoted on bearings, not simply bolted.

A helping spring is fitted to the furrow axle to assist the operator.



EMPIRE CHIEF GANG

The handles are strongly attached to rear beam so that the operator may follow the furrow as with a walking plow.

The furrow wheel is staggered, preventing it from climbing the furrow wall.

Mold boards and heavy shares are of the best soft centre steel with 12 inch steel bottoms.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

The Cockshutt Engine Gang

To deliver to the Purchaser **THE HIGHEST WORKING EFFICIENCY** and **TO HOLD THAT EFFICIENCY AT THE HIGHEST POINT FOR A LONG TERM OF YEARS** is the problem worked out in the Cockshutt Engine Gang.

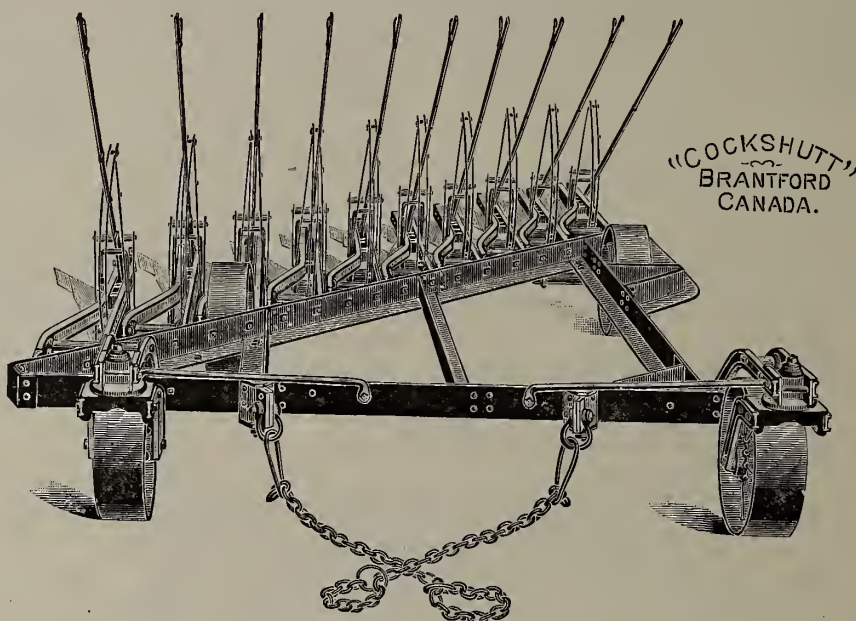
Note carefully these outstanding facts:

The Cockshutt Engine Gang draws single plows from doubled, wide-hinged, straight beams that permit least spring or side motion to the plows.

This prevents winging, yet the wide-hinge has an eccentric take-up for adjusting the position of any plow without disturbing the other plow units. By this eccentric adjustment, no matter how long used or what unforeseen strain occurs, the Cockshutt Engine Gang may be made to plow furrows of uniform width.

Each furrow is of perfect depth. As the land surface is irregular, each plow rises or falls to plow to a uniform depth in Tractor ruts, crowns, ridges or hollows. They do this automatically and independent of the operator or of the plow units on either side.

This gives you furrows of uniform depth and uniform width—**PERFECT** plowing. With the Cockshutt principle of a single



plow attached to a rigid beam, you have the right principle for service.

The flexibility between all the plows, and the low line of draft from Tractor, mean **SPEED**. The long levers mean an **EASY** and **QUICK** lift of all plows at furrow ends. The swivelled platform wheels mean a **QUICK TURN** at furrow ends. There are **NO STOPS** of Tractor needed during work. This means **ECONOMY**. It means **QUICKER** plowing by covering **MORE GROUND** each working day.

Each plow is individually adjustable for

suck of share by a set screw on the plow.

Automatic action of the Cockshutt Engine Gang units prevents stops of Tractor for adjustments of any kind. If a Plow unit meets a rock, it rises and resets itself.

The plow beams hinge directly to the strongly braced platform drag-bar, and this drag-bar is supported at uniform low height by wide steel supporting wheels.

As a consequence the last plow unit in a Cockshutt Engine Gang does perfect work, being drawn from the bar held at uniform height.

Power is saved by the low line of pull.

Breakdowns are avoided by interchangeable plow units, plowing being continued one furrow less while a plow or its beam is being repaired.

MORE plowing.

BETTER plowing.

CHEAPER plowing.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 5

WINNIPEG, CANADA, MAY, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c

Agricultural Motor Competition Rules and Regulations.

Canadian Industrial Exhibition at Winnipeg, Canada, July 3rd to 20th, 1912.

Open to the World.

1. The entries shall be classified as follows:—

- Gasoline Engines whose piston displacement is 300 cubic feet per minute and under.
 - Gasoline Engines whose piston displacement is over 300 and under 500 cubic feet per minute.
 - Gasoline Engines whose piston displacement is 500 cubic feet per minute and over.
 - Kerosene Engines whose piston displacement is under 500 cubic feet per minute.
 - Kerosene Engines whose piston displacement is 500 cubic feet per minute and over.
- (The piston displacement to be calculated on a basis of a piston speed of 700 feet per minute, and to be equal to a total piston area in square feet multiplied by 700).

Steam Engines.

Where A—piston area in sq. ft.; P—boiler pressure and 450 is taken as a standard speed.

- A x 450 x P 60 or under.
500
- A x 450 x P over 60 and
500 under 100
- A x 450 x P 100 or over

Prizes in each class shall consist of:

- First Prize Gold Medal
Second Prize Silver Medal
Third Prize Bronze Medal

In all classes where there is no competition a diploma of award only may be given, upon which will be set forth, together with the number of points scored, that it was the only entry in the class.

ENTRIES.

2. All entries must be made on or before June 1st, 1912, and must be made on the official form, with all data filled in accurately and accompanied with an entry fee of \$50.00 for each entry.

3. All entries must be accompanied by an affidavit that the information therein is true and that the engine in question is from their regular stock, not being built specially for competition. A blue print or photograph of blue print, of the boiler, with the approval stamp of the Alberta Inspector thereon, must also accompany the entry.

4. Each entry shall be allotted an official number, which shall be displayed during the competition.

5. Any firm or individual shall not enter more than one engine in each class unless the engines be radically different in construction. Such difference being understood to apply to the power equipment and not to piston displacement.

6. If the same type of engine is entered in both gasoline and kerosene classes, the identical engine may be used and operated in both classes, provided no change is made of parts or equipment, but there shall be a separate fee for each such entry.

7. Should the Judges find the entry data inaccurate in any particular, they may, at their discretion, rule the engine out of the contest. Competitors shall state at time of making entry the number of bottoms with width of furrow they purpose using in plowing test, so that ground may be surveyed in good time.

CONDITIONS.

8. The fuel shall be that furnished by the Exhibition Association at current prices at Winnipeg, approximately:

- Gasoline, 19½c per gall. of 277 cubic feet.
Kerosene, 14½c per gall. of 277 cubic feet.
Soft Coal, \$8.50 per ton of 2,000 lbs.
Wood, \$6.00 per cord.

9. Each competitor must have sufficient staff for the care and running of his own entry.

10. Two men only, except observers, will be allowed on the steam engines during a test; one an engineer and one a fireman.

11. Two men will be allowed to start the internal combustion engines; after starting, one man only, except observers, will be permitted on the engine. If more men are needed the engine will be penalized 10 points for each man.

12. No other person to be allowed on or close to the engine except the official Judges and observers.

13. The names of the operators to be furnished the Judges at commencement of test, and the same operators to handle the engines during all tests.

14. One man only, except the official Judges and observers, will be allowed on the plows.

15. The plows, belts, chains, water-tanks, sufficient recording dynamometers for their engines, with sufficient charts and such other things as may be required during the tests, must be supplied by the contestants.

16. All instruments, including dynamometers, shall be deposited with the Judges on the arrival of the engines on the Exhibition Grounds, for testing, and shall remain in their possession until all tests are completed.

17. All engines must be on the grounds not later than July 3rd, 1912.

18. Each engine shall be allotted a certain space on the grounds, where the engines shall be exhibited at all times except when being tested.

TEST.

19. Test to comprise brake-test, plowing-test, and such other tests as the Judges deem essential.

20. The Judges may test the engines in any order that may to them seem desirable. The contestants will be given one hour's notice when to be ready for test.

21. The rules of the Province of Alberta with regard to boilers and engines shall govern the pressures, etc., allowed.

22. Provision shall be made so that a standard steam gauge can be applied to all boilers during the test.

23. Before commencing the tests, the pop valves and steam gauges shall be inspected by the Judges and sealed, and

any sediment or foreign matter that may get into these parts after being sealed shall not be taken into consideration.

24. Any engine failing to complete any test shall be disqualified.

25. Contestants shall be prepared to assist the Judges and their observers in taking dimensions, removing parts for inspection, and any other work that may be necessary for a complete inspection and test.

26. The Brake Test shall consist of a two-hour economy test. During this test the engines are to run at their greatest load consistent with economy.

27. Competitors will be allowed 15 minutes after they have lined up to the brake to try out their engines, and to state the amount of load they wish to carry. After the competitor has stated the load he wishes to carry, the operators will keep the brake as near that load as possible for two hours, and no change will be made.

Careful measurements of the fuel and water used will be taken and the condition of the engine noted.

28. After the two hours' run a test will be made of the maximum horse power the engine will develop for thirty minutes; the competitor stating the maximum load he wishes to carry, and careful measurements again being taken of all fuel and water.

29. Plowing Test may extend over a period of five hours or longer, if deemed necessary by the Judges, and each engine shall be allotted the same number of rounds. The contestants may use any kind of plow they wish. The depth of plowing to be uniform, and as directed by the Judges. A recording dynamometer will be placed between the engine and the plow, which will accurately record the pull. Careful measurements will be taken of the fuel and water used; the acres plowed; the draw-bar pull; the fuel per acre; the distance travelled without replenishing, and such other data as the Judges deem essential. At least one two-hour chart spread over the time of plowing must be made by each contestant engine.

30. In connection with the plowing test the quality of plowing which is to be judged by prominent agriculturalists shall have special reference to: evenness of depth of furrow, uniformity of thickness of the furrow slice; straightness of furrow; finish at the ends and condition of the back furrow. In connection with the evenness of depth of furrow, the exact depth prescribed by the Judges must be maintained throughout the test; the number of furrows opened at the commencement of each round shall be carried through to the end.

31. Design and Construction.—Under this head will be considered the protection of the working parts from mud and dust; dustproof bearings; accessibility of all parts, such as valves, igniters, bearings; ease of manipulation, such as starting and stopping, reversing,

and the general handling of the engine.

32. Contestants will be prepared to take down such parts of their engines as may be necessary in actual practice in the field.

33. General.—It is to be expressly understood and agreed by the manufacturer that the engines entered in the competition are of the same material and construction as those he is selling in the open market. Only such pressures and speeds will be allowed during the tests as are used under ordinary working conditions. The Judges may limit the speed or pressure of engine when they deem it necessary to a fair test. Contestants must submit their dynamometers, steam gauges, etc., to such tests as the Judges deem necessary to assure them of their accuracy.

34. The competitors, upon being given notice of the testing of their engines, are to make all arrangements for water, belts, etc., so that as little delay as possible will result.

35. The following are points upon which the awards will be made:—

SCORE CARD.

Brake Test (190).

	Internal Combustion Engines	Steam Engines
Horse power per unit of fuel used	145	140
Horse power per unit of water used	15	35
Steadiness of running, vibration, condition of engine	30	15
	190	190

Maximum Test (65)

Economical load compared with maximum	35	35
Evenness of load	20	20
Condition of engine	10	10
	65	65

Plowing Test (215).

Draw-bar h.p. hours per unit of fuel	140	120
Draw-bar h.p. hrs. per unit of water	15	35
Acres plowed per hour per economy brake horse power	25	25
Quality of plowing	15	15
Distance travelled without replenishing fuel ..	10	5
Distance travelled without replenishing water	5	5
Condition of engine, etc.	10	10
	215	215

Design and Construction (30).

Accessibility	15	15
Protection of working parts	10	10
Ease of manipulation ..	5	5
	30	30

See Engine Gang Plow Competition, page 35.

The Indorser.

How often do we hear of the unsuspecting business man, through the mere fact of his having attached his signature to the note of a friend, going into an assignment which otherwise would, perhaps, never have occurred. These instances are not now so prevalent as they have been in years past but occasionally a case of this nature is disclosed—the over-estimation of the business ability of a friend or a misconception of his financial standing often lead men to go on a note which later causes trouble and sometimes very serious results are the consequence.

Not infrequently we have heard of dealers failing who have occupied places of prominence in their trades, and oftentimes the reason has been difficult to arrive at—to all appearances they have enjoyed large businesses and to all manner and intent have conducted them systematically and in a way that would be conducive to profit and economy.

It may be possible that not a few failures are parallel cases to one of which we are cognizant and in which a prominent wholesaler closed his doors and paid his creditors a few cents on the dollar only. At the time the suspension of his business was announced he was considered by the hardware trade to be financially solid, and the commercial agencies gave him a first grade rating. The manner of his downfall was as follows: He had, for years, controlled the sale in his territory of the output of a well known stove manufacturer, who had determined to enlarge his plant by the addition of a new and larger stove factory. In order to finance he requested the wholesaler to order his supply of stoves

ahead for the coming season, and advance him notes in payment for approximately \$10,000, which he would discount with his bankers and with the money so obtained carry on his building operation. This the wholesaler did not hesitate to do, knowing that he would require the stoves and that under ordinary conditions he would be buying them in the course of a month or so; a special price was offered him for the accommodation so rendered the manufacturer, which would make his profit on the line materially larger, and he complied with the request and forwarded his note for the amount required. Before the notes matured or any of the goods had been delivered the manufacturer made an assignment, and as this happened at a particularly dull period of the year, when money was tight, the wholesaler was wrecked.

This is only one of the many extenuating causes of apparent commercial incompetence, hard-working, brainy business men have lost the results of years of thoughtful and careful planning and execution as the consequence of over-confidence in the word of another. It is not incumbent on any merchant to see another through financial difficulties; it is not fair to ask him to do so. There are institutions for this purpose that are in a position to estimate the ability of the borrower to surmount the obstacles that oppose him, let him go to his banker, let him interview the manager of a mortgage company and if he has a foundation on which to base his claims for assistance it will be readily found out and funds will be advanced wherewith to tide him over, and for which accommodation he will have to pay.

The Dealer with Eyes.

By George Ford in The Hardware Trade.

At the State Fair last year a farmer saw a certain make of corn binder and liked it. He was not then in the market, so passed on and let the matter rest after giving his name and address to the exhibitor. He was catalogued as a "prospect" by the wholesale house handling this implement and was followed up by them and by their dealer representative in the farmer's territory, with the result that one of the machines was sold to him this summer for delivery when needed.

A few days ago the purchaser called for the binder, and when the dealer went out to set it up it worked like a charm; in fact was just a little better than the buyer expected, so that he was very enthusiastic about it, and while he and the dealer were in to dinner called up one of his neighbors and asked him to come over and see it work. This the neighbor was glad to do, with the result that he also ordered one to be sent at once. Furthermore, in talking, it developed that another man near by had recently bought another make of binder, but it had not yet been delivered.

The suggestion was made and carried out that he be sent for so that a comparison could be made. It did not take long to show the third man what a good corn binder looked like and worked like, with the result that without direct solicitation on the part of the dealer the third man's order was cancelled and instructions given to ship one like that shown.

While at work the dealer noticed that a new silo was being built on an adjoining farm, so when he was through with the other man he walked over to see what was doing in the way of an

ensilage cutter and gasoline engine. It developed in conversation that no dealer had ever offered this man a cutter or engine, and that he had been urgently solicited by the catalog houses after inquiring of them to buy both of these machines from them. Mr. Dealer got busy very rapidly, and being prepared with facts and figures, catalog and illustrations, was able to sell this man an ensilage cutter and a gasoline engine, the order and the profit amounting to more than the three corn binders put together.

On his way home that dealer pretty nearly ran his buggy into the ditch two or three times, he was thinking so hard. Heretofore he had taken what business had come to him, and been thankful for it; he had made no special effort to get into such close touch with his farmer customers that they would naturally think of him whenever they thought of implements of any kind or description; had advertised in a spasmodic sort of a way whenever it happened to occur to him or he was solicited by the local ad. man and had, in general, gone along the even tenor of his way, thankful to get a fair living out of the business that was his.

That one little trip was an object lesson on the advantages of advertising and the direct solicitation of the business of individual farmers by mail and in person. It taught the dealer that the way to overcome catalog house competition was not to howl about it and help pass resolutions in meeting, but to fight fire with fire and to advertise and canvass; to make himself so much the friend of the farmers that they would as a matter of course consult him before buying an implement or machine of any kind and give him the op-

THE STANDARD by which OTHERS are JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

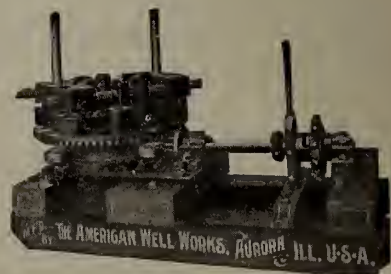
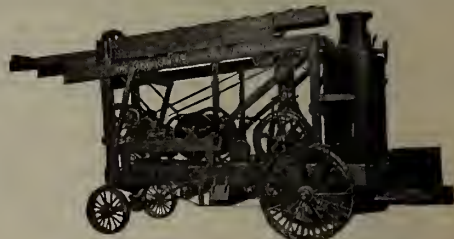
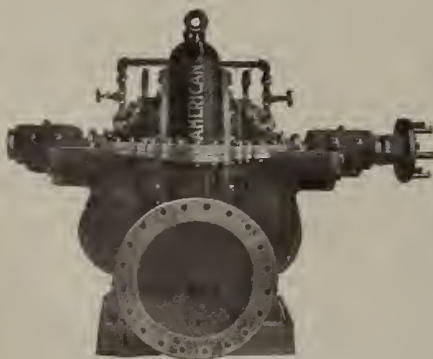
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type.

Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



portunity of figuring on their requirements.

This particular dealer is no exception. He is a good business man in many ways. He pays his bills when they are due; he does not overstock himself and expect the wholesaler to carry him; he keeps up his collections and has a recent set of books, so that he knows just what it costs him to do business and can figure his prices on an intelligent basis.

But not until the matter was brought to his attention in such a personal and "pocket-affecting" way did he realize what he was losing and the opportunities he was neglecting. That was a mighty fine afternoon's work and the visions of others to come in the future made him resolve to mend his ways in the days to come.

The resolutions a man makes with himself, the keeping of which will increase his profits, are the kind that are worth while.

Automobile Roads for Porto Rico.

One of the biggest things Uncle Sam has done in Porto Rico has been in the good roads movement. He has started the work and the people have furnished the money to do the business.

There is no part of the United States which has such a road development as has had Porto Rico since we took hold. At that time the island had 170 miles of good highways; these were built by the Spaniards, and mainly for military purposes; they consisted of one long road across the mountains from the Caribbean sea to the Atlantic and some branch roads running here and there. These military roads were as good as any driveways in the United States; they were as smooth as the floor, without pebbles or ruts, and they wound their way in easy slopes over the mountains. In some places they hung to the sides of the hills and in others they made innumerable horseshoe curves so that you could see the road above and below you. I went over that road in 1899 and I was told it had cost about \$25,000 a mile.

To-day you will find roads like that connecting the chief parts of Porto Rico, and you can go in an automobile all over the island. The roads have cost only \$10,000 a mile and they are now spending about \$500 per mile per annum to keep them in order. The aggregate length of the macadam roads is such that if they were placed end to end they would reach from

New York almost to Chicago, and that would be a better automobile road than if it were composed of strips from the best roads of New England.

In addition to this, wagon roads have been made in the mountains connecting with these automobile highways and new trails have been cut so that transportation is everywhere possible.

A great deal of the business of the country is now done by automobiles. There are more than 400 in use and more are added every day. There were something like a hundred new ones last year. There are regular lines of freight and passenger motor cars between the chief cities and regular automobile buses run over the military road from San Juan to Ponce. As it is now, one can leave San Juan after breakfast in the morning and be at Ponce, on the southern side of the island, for lunch. It used to hustle one to get there in two days says John Russell.

"Grocer, have you any fresh eggs?"

"Yes, ma'am."

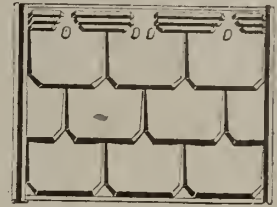
"I wish you would pick me out a nice one suitable for a wedding present."

"Yes, ma'am. Any engraving, ma'am?"

If you want to handle a

GENUINELY GOOD ROOFING

One that you can recommend and stand behind, then sell



Eastlake Steel Shingles

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and

Durable as the Building itself.

WRITE US TO-DAY
for Catalogue and Selling Proposition.



THE
**Metallic Roofing
CO., LIMITED**
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

Facts for Buyers to know about I H C Wagon Material

Do you recognize this advertisement? It ran recently in papers that reach practically every farm home in Western Canada

WAGON material must stand two destructive strains—one caused by the constant vibration due to travel over rough roads, the other caused by the weight of the load. These two strains affect every piece of material which enters into the construction of farm wagons. That being the case the quality of the material used is a very important factor.

Good, hardwood lumber is becoming so scarce that it is difficult for manufacturers to obtain wood of the highest grade. Foreseeing this difficulty and having ample storage facilities, the builders of the I H C wagons made contracts far in excess of immediate requirements. As a result of these contracts I H C wagons;

**Hamilton
Petrolia**

**Old Dominion
Chatham**

are made of choice material throughout.

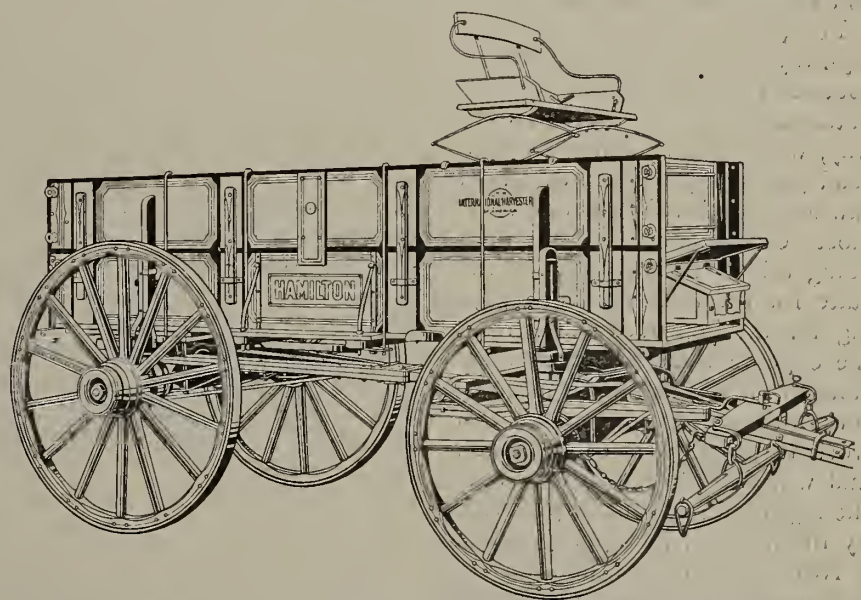
The experience of many years of successful wagon building, combined with the highest degree of structural material knowledge, guarantee satisfactory service from every I H C wagon.

For full information call on the blockman or the nearest branch house handling these wagons.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Straw a Factor in Road Building.

Wheat straw will play an important part in many miles of new good roads which will soon be built in the United States. Straw has been used for years on roads in Washington. It has been found to give the best results when put on wet and mixed soil. When scattered loosely on the road it ignites, and the work of weeks is lost.

The newer plans are better yet for the application of straw. In the first place the roads will be plowed and graded, and brought to a crown. When the road bed has been harrowed and made level the straw is put on to a depth of six inches. A disk cutter is used to cut the straw up and mix it into the earth. If all the straw works into the roadbed more straw is put on until a cushion is formed. A steam roller packs the earth and straw into a hard mat as durable as asphalt and a road that will turn off water if the grade is right.

The new method of mixing the straw with the soil costs more than that of throwing straw into the ruts, and makes a road that will outlast gravel and cinders. Gravel is expensive, and the cost of hauling is heavy. In all the lowlands and uplands in this country straw will be used with the clay soil.

For \$25 a mile a year the state highway commission of Minnesota can take the most sandy road in the state and turn it into a highway, which can be worked with a road grader, by the use of straw, sawdust, or clover, whichever is most convenient. It has been doing this in various parts of the state for the last few years, paying for the improved roads from the expense fund of the commission, but it will ask the legislature for more money to extend this work to other parts of the state, and will extend it just as far as the legislature sees fit to permit it by the limit on the appropriation.

Near Cambridge, Minn., an experimental road was made with sawdust several years ago, but the supply at the local sawmill gave out, and straw was used during the past season and with better results. The straw works into the sand, forming a vegetable loam which can be handled by the road grader, and will also support heavier loads than are possible with the sand in its natural condition.

G. W. Cooley, state engineer, also has shown the people what can be accomplished by constant watch of the road as is done in foreign countries, by maintaining a man on a stretch of road all the

time. Last season a road six miles south of Stillwater, Minn., was under experiment. The year before a road leading from St. Paul into Dakota county was watched. For \$25 a mile for the season these or other roads can be kept in such condition that they may be used every day during the experiment.—Ex.

Farm Labor Problems.

With every approaching spring and fall the difficulty of obtaining farm labor becomes a serious problem, and many suggestions are offered for its solution. The wisdom and perhaps the necessity of providing employment throughout the year has often been impressed. In every line of industry it is regarded as desirable and profitable to provide continuous employment and methods and systems are devised with that end in view. It insures labor when it is needed and ultimately lessens its cost. In agriculture similar efforts would be beneficial, but there is no extensive organization. A farmer will not employ labor at a loss during the idle months if others secure the advantage during harvest. From some quarters there is a demand for men of intelligence and integrity who can associate with their employers in ordinary family relationships. For such men there are good homes and good wages. The many inducements and offers held out to farm labor of the right kind show that the problem arises through the conditions now existing, and not through any methods that can be reformed. It is so easy for the intelligent and able farm worker to become his own employer and to secure a farm for himself, that he will not work for wages. The so-called problem or difficulty arises through the exceptionally good conditions prevalent in agriculture in Canada. Opportunities are awaiting the intelligent and the industrious, and these will not become employees when it is so easy for them to become proprietors.

We are so accustomed to regard it as a normal condition for men to be standing ready and eager to work for wages that when a better state of affairs temporarily develops we regard it as a misfortune or an evil to be remedied. The remedy will come in due time. When the abundant opportunities are closed and the country reaches the condition toward which all are hastening by every possible effort there will be abundance of farm labor. When the waiting land is taken up and men can no longer become their own employers they

will be eager to work for wages. At present these waiting opportunities are an advantage not only to those who make use of them, but to the large class merely in a position to do so. The wage-earner who does not take up land finds his position improved by the mere fact that he could do so if he desired. This awaiting and possible opportunity raises wages in every industrial calling. Recent gold discoveries in Alaska caused the wages of cooks and waiters to rise in proportion to the richness of the placers. It was not necessary for them to go out and pan the gold. The mere fact that they could do so advanced their wages. In the same way the mere fact that the average worker in Canada has opportunities for self-employment improves his position. That is the real economic difference between industrial conditions in Canada and in the settled countries of Europe, differences erroneously attributed to tariffs and other less important influences. When the condition toward which Canada is eagerly hastening develops and there are no waiting opportunities for self-employment, the so-called labor problem will be solved and there will be an abundance of men willing and eager to work for wages. Every nation has promoted and hurried toward this condition. While it is still in the future there is a good opportunity for estimating its advantages and defects.

Are Americans Behind the Time?

The American, as a general rule, prides himself that he is right up to the minute, that he is the quickest man in the world to appreciate a good thing, and adopt it for his needs. Is he? Does he really know a good thing when he sees it? Has our neighbor to the South in reality displayed the initiative in invention, and otherwise that he has taken the credit for, or has he merely followed in the footsteps of older and more conservative nations, who act perhaps more and exploit their achievements less?

The "Engineering News" says, "We are to-day five years behind Germany in iron and steel metallurgy." It states further that "notwithstanding the fact that the basic patents on the Deisel type of oil engines have expired not a single firm in the United States is on a basis to push them in competition with other engines."

"That, notwithstanding our cheap natural gas and oil, internal combustion engines, for power purposes, are far more largely used abroad than here.

"As for the multi-stage centrifugal pumps and blowers, these were in extended and successful use abroad years before they were taken up in the United States. France developed the automobile far ahead of America."

Let us go into other fields in which we are more directly interested.

For how many years were the advantages of the soil laid before the American farmer before its general adoption? Does the average American farmer to-day believe in pure-bred cattle as against the ordinary scrub? Have the breeders of Europe taught him anything?

Years ago the Babcock milk tester was put upon the market, and has been persistently recommended by the dairy press, ever since as one of the greatest boons to the dairy farmer, but as a matter of fact it is in use to-day by less than five per cent of those who should own and utilize it constantly.

It is authentically reported that to-day seventy-five per cent. of the milk produced in Australia and New Zealand is produced with mechanical milkers, and yet the average American is still wondering when the mechanical milker will be invented and become a success. A recent consular report from New Zealand shows sixteen different firms selling mechanical milkers.

Through persistent advertising the dairymen of America have been induced (to their own vast profit) to buy and use thousands of cream separators, and yet to-day in Australia more milk is milked mechanically in proportion to that produced than is centrifugally separated in America in proportion to that produced for butter and cream purposes.

The great help question seems to be ever uppermost in our farmers' minds, but instead of worrying about it and doing nothing else, let us diligently look for the remedy. Labor-saving machinery and profit-saving machines should have our closest scrutiny, but that does not mean that such tools should not be used until everyone else in the world has thoroughly demonstrated their unquestioned ability.

To read carefully one or two good dairy papers is a duty the dairyman owes to himself; and every good dairy paper owes it to its readers to seek out, investigate, and recommend these labor-saving and profit-making devices which may be available in any part of the world. Conservatism is all right, but do not wear it as a bandage for the eyes.

John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Manseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



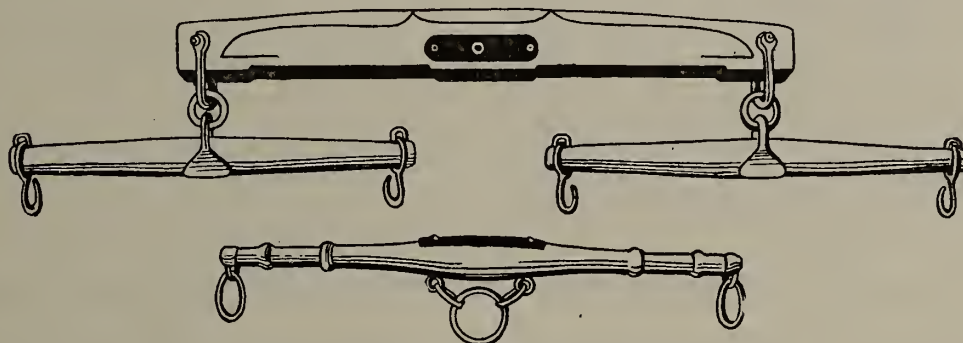
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Weber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah
Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS

**We Have
the Goods.**



Wagon Sets made in 3 sizes.

**We want
your
Orders.**

We have secured an exceptionally fine lot of stock this year for our Wagon Sets, Plow Doubletree Sets and Agricultural Sets. Try them. We can supply you with Duplicate Plow shares for almost any Plow. We guarantee the quality, and we know the price is right. Why not have some oil cans with your name on them, they sell good and keep on working for you after sold. Don't forget us when you are in the City, we have some interesting things to show you and talk about. Our place of business is on Higgins Avenue a short distance East of the C. P. R. Depot.

D. ACKLAND & SON, Ltd., Winnipeg, Man.

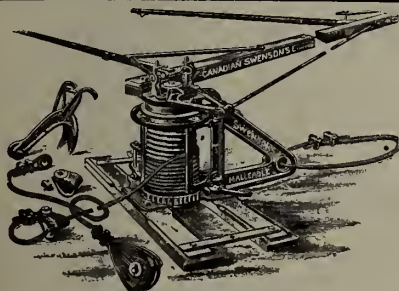
MONEY MAKING SPECIALTIES.

Mr. Dealer: Don't you know that there is more money for you in selling specialties than in staple lines? Our line of specialties includes Swenson and Rustad Stump and Brush Pullers; Meadows Portable Grain Elevator and Wagon Dump; Meadows Power Washing Machine (engine or electric).

Let us give you full particulars,—we can readily convince you that there is good money to be made by controlling the sale in your territory of these goods. Only one live agent in a district,—will you be the one?

We now have Western headquarters at Winnipeg and will promptly take care of all orders.

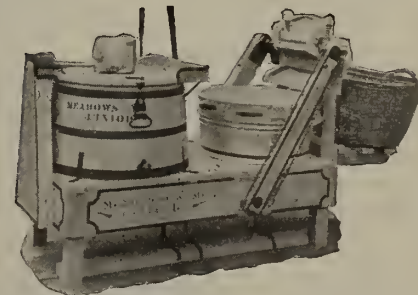
Canadian Swensons Limited
410 Chambers of Commerce, Winnipeg.



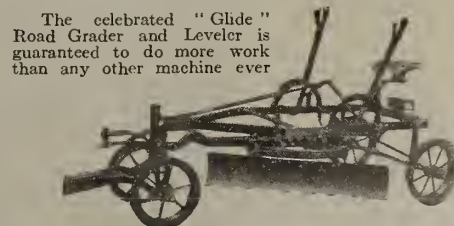
Our Pullers are specially designed for Western Canada and are the only machines that will successfully pull scrub oak, willows, etc.



Our Portable Grain Elevator has passed the experimental stages,—it is a perfected machine and will elevate any kind of grain, wet or dry. Strong, durable, and the most convenient elevator made.



Our Power Washing Machines, fitted for either engine or electricity, are the most common sense and simple on the market. Will wash and wring at the same time or separately. Let us tell you all about it.



The celebrated "Glide" Road Grader and Leveler is guaranteed to do more work than any other machine ever built with one man and a team of horses. It is so simple to operate that a boy can easily handle it.

Big Industry for West.

There has been incorporated, under a Federal charter, a company with head-quarters in Toronto, for the purpose of utilizing the vast quantities of flax straw which is now finding destruction by fire in the Canadian West, and also in Eastern provinces, with a capital stock of three million dollars. It is proposed to at once install mills at points in the West, for the manufacture of paper and cloth, and experimental work will also be gone into extensively, in order to adapt the material, if possible, to the successful manufacture of twines. This marks an epoch in the manufacturing business in Canada, and more particularly the Canadian West. For many years flax has been grown as a first crop, as it has been found to be an ideal growth in order to prepare the land for wheat, and regrettable as it is, many millions of dollars have undoubtedly been lost through the lack of facility to make a saleable product of the straw. Paper manufacturers predict that the raising of flax in the West for the straw alone will prove to be extremely profitable, irrespective of the value of the

seed, which has always found a ready sale at very high prices. Since the beginning of time flax has been used as a cloth making material. The methods used in preparing it for the looms have been slow and arduous; at least sixteen weeks have been necessary in order to reduce it to the proper condition for weaving, and another five weeks were usually consumed in bleaching the linen before it was considered to be of a clearness of color sufficient to command a fair market price. Under the new manner of handling, flax may be converted into first grade linen fibre for spinning in one day, and the work of so doing is largely mechanical.

Sound straw will yield 47 per cent of spinning fibre, worth \$500 a ton. Now annually, both in Canada and in the United States, millions of dollars' worth of flax straw fit for fibre is burned, much of it in quality and length for the production of fibre far excelling the average straw from which the Russian peasant makes the fibre which chiefly supplies the linen fabrics of the world. Raw cotton in the bale is worth twelve cents a

pound; flax straw can be bought at from two to eight dollars a ton in the Western provinces, according to grade, from which five hundred pounds of fibre can be obtained. The trouble in manipulating flax fibre in Canada hitherto has been fear of the absence of water for "retting"—an insanitary process of rotting the wood from the fibre—but this is only an imaginary difficulty; for the new process, which has been tried out thoroughly in the States and in Canada, and can be used by anyone, has eliminated the insanitary conditions that were produced by the old process. No one has any string attached to the process, which is perfectly well known to a number of paper manufacturers. The possibilities in this new industry are very promising for Western farmers, and flax-growing for fibre alone may prove to be a better investment than town lots or gold mines.

The erection of numerous small-sized paper and linen mills throughout the prairie provinces in the near future, sufficient to supply Canada at least with its high grade papers and much of its linen cloth, is not an impossibility.

As we grow older we learn to talk less and say more.

French Dairying Experiments.

In view of the serious deficit of milk in northern France, the National Society of Agriculture has been making a series of experiments to increase, if possible, the yield of milk in French dairies, says the U.S. Daily Consular Reports. At its last meeting there was presented a report giving the remarkable results of experiments with peanut (arachide) oil cake, which is produced in large quantities by the seed-oil mills at Marseilles.

The report states that the serious deficit of milk occurs mostly during the winter season, when the cows are deprived of pasture and fed on hay, straw, and other food which is comparatively poor in nitrogen. To supply this deficiency, it has been found that by adding 1 kilo (2.2046 pounds) of peanut oil cake to the daily food of each animal an increase of 22 per cent. in the daily average yield of milk is secured. The kilo of cake costs 4 cents, and the average daily increase of milk is reckoned at 2.13 liters, or 2.25 quarts, which, at the current price of milk, adds from 10 to 15 cents to the value of the daily yield from each cow.



EMPIRE DISC.

Sales Increasing More Rapidly

This year the sales of Empire Cream Separators are increasing even more rapidly than before. 1912 looks like another big and prosperous year for Empire Agents.

Empire Cream Separators are well and favorably known. They have a great reputation for efficiency among the farmers and dairymen of Canada.

It is easier to sell Empire Separators than less well-known or untried machines. The margin of profit on Empires is generous. The Empire Agency Contract is a money-maker. Many say it is the best agency contract in the Dominion.

If you desire to enlarge your income, drop a post card to the Empire Cream Separator Company. You'll be shown how to do it.

Empire Cream Separator Co. of Canada, Limited.

H. P. HANSEN, Western Manager.

230 Princess St., Winnipeg.

TORONTO

MONTREAL

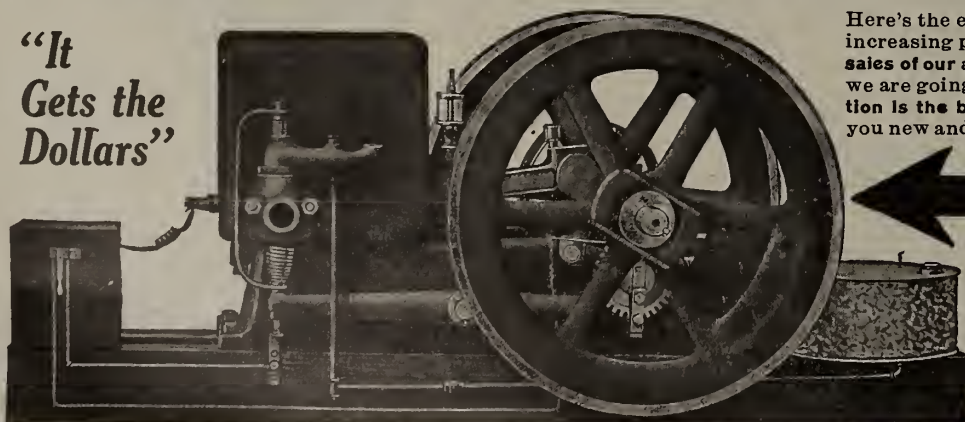
SUSSEX



EMPIRE CONE.

A GOOD DEAL FOR THE DEALER

"It Gets the Dollars"



Here's the engine that brings the orders and profits. The increasing popularity of our JUNIOR Engine doubled the sales of our agents during 1911—that was a good record, but we are going to beat it this year. Our new 1912 proposition is the best we have ever offered them; it will bring you new and bigger business with less effort and expense.

**OUR
SQUARE
DEAL
POLICY**

A complete line of sizes that gives you a chance with ever customer, Junior Engine 1½, 2, 4, 6, 8, and 11 HP, with Standard Engines in sizes 5, 7, 10, 12, 15, 20, 25, 30 and 40 HP. A FIVE year guarantee. Good points and improvements that convince with prices to you that makes the engine business worth while. Write at once for exclusive agency proposition. We protect you and aid you.

WITTE IRON WORKS CO., Kansas City, Mo.
Branch Distributors **EMPIRE CREAM SEPARATOR CO., Winnipeg.**

American cottonseed oil cake is found useful, as is also cake made from the soya bean, but neither is quite equal in its milk-producing efficiency to the meal of peanuts.

The following figures show the relative proportion of the various other seed meals required to give the same percentage of nitrogen as peanut cake, which is adopted as the basis and placed at 100: Peanut cake, 100 kilos, or 220.46 pounds; American cottonseed cake, 260.5 pounds; sesame-seed cake, 308.65 pounds; linseed cake, 399.04 pounds; corn oil cake, 449.74 pounds; French cottonseed cake, 478.40 pounds; bean oil cake, 789.25 pounds; bran, 842.17 pounds.

The oil mills of France during 1910 worked up 418,000 metric tons (460,766 short tons avoirdupois) of peanuts, and it is hoped that by distributing the greater portion of the cake derived from this source throughout the dairy district an important increase in the winter supply of milk may be secured.

Selling Cream vs Making Butter.

Discussion of Important Topic by
Southern Expert — Farmer
Should Consider All Points.

Many times the rancher is puzzled as to whether it is best for him to make butter on the farm, or to sell the cream to the creamery. This is especially true during the busy season of the year. The fact that creamery butter often sells at a much higher price on the market than ranch butter makes it possible in some cases for the creamery man to pay the rancher as much for his butter fat in cream, as he could secure for the

same in the form of ranch butter. Thus it would seem that the rancher had better sell his cream, and not go to the trouble of making butter on the ranch.

In most cases where there is very little help in the house, the cream could better be sold than to attempt to make butter on the farm. On the other hand, where there is sufficient competent help in the home it may pay to make butter. The work involved in making butter can usually be reduced considerably by having up-to-date machinery and a conveniently arranged milk house.

There is no reason why ranch butter, if it is of good, uniform quality, should not sell at as high a price as creamery butter. Uniformity of a product helps the sale of that product very materially. This is especially true in regard to dairy products. The city people, or neighbors, want to know what they are getting when they buy a certain brand of butter. That is, if they buy a pound of that brand once, they expect to get the same quality when they buy that same brand the next time. To disappoint them in this matter usually means to lose their trade, but to please them may mean to secure them as regular customers at prices which may even exceed the price of good creamery butter.

MANY REQUIREMENTS NECESSARY.

In order to procure this uniformity of quality the ripening and churning must be the same from time to time. Variation in temperature employed in ripening, as well as in churning, will have its effect upon the butter. No definite temperature for churning can be given. The best guide is the firmness of the butter. If

the butter comes soft one day, churn at a lower temperature the next time. A good dairy thermometer should always be used so as to be certain of the temperature. The cream should also have the same degree of ripeness each day when it is churned.

Sometimes the terms butter and butter fat are confused. The creamery pays for the pounds of butter fat received. When selling butter the rancher is selling about 15 per cent of moisture, about 1 per cent. casein, and about 2.5 per cent. of salt. Thus in each 100 pounds of butter he sells about 18.5 pounds of constituents other than butter fat. For this reason he should receive about 23 per cent more for a pound of butter fat than he would for a pound of butter, if he were to receive the same price per lb butter fat. By taking this fact into account the

rancher can determine which method of selling brings him the best price for his butter fat.—G. E. Frevert, assistant dairyman, University Experiment Station, Idaho.

Testing of Cows.

The constant urging and active propaganda on the part of the government officers in the dairy division has not in the past met with unqualified success. However, conditions in this direction at the commencement of the present season are more hopeful. The requests sent in to have cow testing initiated in different localities have become so numerous that the work has been rather difficult to overtake, although a very large number of farmers have applied for the necessary forms to enable them to make

DE LAVAL CREAM SEPARATORS

**Bring profit and satisfaction
to the Dealers handling them**

If you have never handled the DE LAVAL CREAM SEPARATOR there are possibilities for increasing your Separator profits that you have not yet realized.



DE LAVAL DAIRY SUPPLY CO., LIMITED
173 William St., MONTREAL 14 Princess St., WINNIPEG

BIG REWARD



Implement Dealers will be
well rewarded by handling

The Famous "Titania" Separator

Their sales and profits will
increase considerably as this
machine quickly gains popu-
larity wherever introduced.

*Simpler in Construction than any other
system, and superior in quality to
higher priced machines—It will suit
the Canadian Farmer.*

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

tests on their own account. In 1911 there were 1,209 herds tested in 188 associations, comprising 11,890 individual cows. These figures are not indicative of the actual number, since a large number were tested by the farmers themselves, being unconnected with any of the associations. In 1911 six dairy record centres were established, their success being such that eight or nine additional centres have already been started for the season of 1912. In these localities, each the centre of a limited district, an expert is employed, who devotes his whole time to the testing of the samples and the general forwarding of the work. He assumes complete responsibility for his district, and the result of intelligent information gained through cow testing has resulted in a weeding out process, which has led to a marked improvement in the average yields of the herds in localities where testing has been pursued. The importance of this work, and what it may mean in the increased production of the country is not yet fully appreciated. A considerable extension of this work has been authorised by the Government, and in connection with it a vigorous policy will be pursued.

Delayed Shipments.

We have received the following communication for our opinion as publishers of the official organ of the Interprovincial Retail Implement Dealers' Association, to which we have given careful thought, and we will appreciate comment from other members of the trade or readers of these columns:—

"Mr. Editor: We think we have a grievance right here. Early in March we bought an implement business in this town, already well established, and in order to properly assort the stock we purchased a car of drills and wheel plows, the local manager of the supply house personally assuring us that these goods were in his branch warehouse, in a city not far distant, and that he would ship them at once.

"We proceeded to sell the goods, and took settlement or part payment in a number of instances. We were to deliver to our customers April 1st. Seeding operations have been active in this district since that date. Although a few of our customers have obliged us by waiting the majority have cancelled their orders, their part settlements have been return-

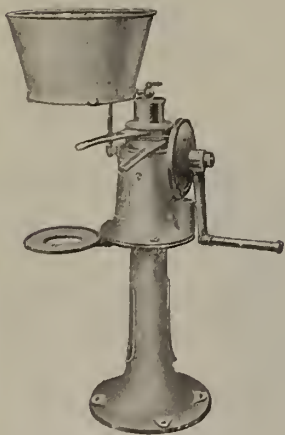
ed to them, and they have purchased their goods from other dealers. It is now April 15th, and our goods have not yet turned up.

"Do you call it fair to the local dealer to receive the bill of lading five weeks after the promised delivery date, and after the season for this particular implement has practically closed? Why can a supply house do business in this way when a local dealer is forced to live up to every item of his agreement with the customer? It is nothing but right that we should get fair treatment in the matter of deliveries. Your opinion on this matter will be appreciated."

Editor: If the facts as outlined in the above are correct in all their details it would appear to us that you have not had fair treatment. It is difficult, however, to make a positive statement relative to the fairness accorded you without being possessed of the knowledge of the existing conditions. Apropos of this, we would say that but recently a matter was brought to our attention, in which it was shown that a car load of drills was shipped within the time specified in the contract, from a large factory in the United States,

to a point in Western Canada, and the jobbers in Winnipeg passed it through customs on its arrival here. Later complaint was made that it had not arrived at its destination. Investigation proved that the car had been recarded and forwarded to Duluth as a car of grain. This instance is merely mentioned in order to point out the fact that there are times when the supply houses are not to blame for the non-delivery of goods. However, as you are situated but a short distance from the city where your supply house is located it seems to us that it would have been good business on your part to have wired the shippers relative to the delay in shipping between the dates of ordering and the time that you received your bill of lading. No governing law in business should be so sacred to the supply house as a promise given, especially in connection with the shipment of goods which enable the local dealer to remain in business and make a profit. The fulfilment of the promise given by the local dealer to his customer depends to a large extent on the enactment of the assurance made by the supply house; if the wholesaler fails in his part of the contract the heaviest portion of the loss falls to the lot of the local dealer, because not only has he

THE Premier Cream Separator



Satisfaction guaranteed to every purchaser. Thousands of satisfied users speak in highest praise of the

"Premier"

The machine that appeals to you at sight.

Be sure you look into the merits of the **"Premier"** before you decide on the Cream Separator you will handle. Write us for the best commission contract in the West. We are the makers and guarantors.

Address:

The Premier Cream Separator Company
199 Princess Street, Winnipeg.

659-661 King St. West,
Toronto.

147 Prince William St.,
St. John, N.B.



Send for these Records

TO KNOW what farmers have actually done with their tractors is worth more to you than theories of mechanical construction. Records of work well done weigh heavier than brilliant probabilities. Facts are what you want.

The records in this little booklet were picked at random from the hundreds sent in by enthusiastic Big Four "30" owners. They do not represent the greatest amount of work which it is possible to do with the Big Four "30" in a season—they merely tell what was actually done with it during the season of 1911. With every record is given the name and address of the man who sent it—write to him and see what he thinks of the Big Four "30"



Write to-day for this Booklet and our Agency Contract

Gas Traction Co.

First and Largest Builder in the World of 4-Cylinder Farm Tractors.

Market and Princess Streets,
Winnipeg, Man.

General Office and Factory:
Minneapolis, Minn. U.S.A.

shaken the confidence of his customer by not being able to deliver the goods, but he has lost a sale as well.

We have time and time again pointed out in these pages the necessity of ordering goods ahead, and of having them delivered long before the customer could possibly want them. Here is evidence that our contention has been correct. We believe to this abjuration should be added that all contracts, to be valid, should specifically state on or before what date the goods must be shipped. This stipulation works to the mutual advantage of both the wholesaler and the local dealer, inasmuch as the former will at no time be overtaxed with orders for goods that will be required for immediate use. The dealer, if he insists on the strict adherence to this clause in the contract, will have ample time to procure his goods elsewhere in time to save his trade, in case it is discovered that shipments cannot be made to him within the time so specified.

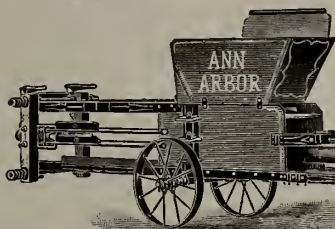
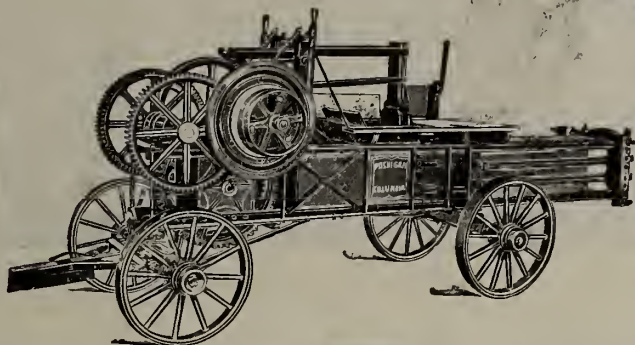
The love of a mother is never exhausted, it never changes, it never tires. A mother's love endures through all; in good repute, in bad repute, a mother still loves on.

Ann Arbor

"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.
Capacity 20 to 35 Tons in 10 Hours

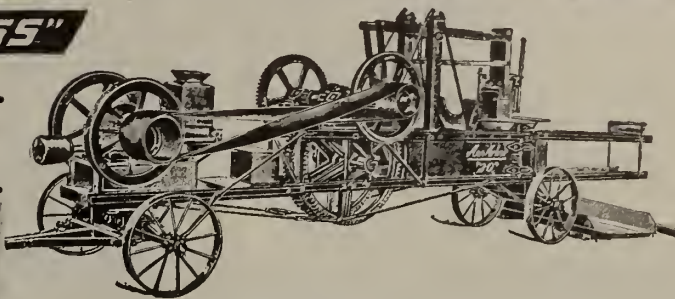
ANN ARBOR "20" for 3½-6 H.P.
Capacity 12 to 25 Tons in 10 Hours



PRICES MADE TO MEET COMPETITION

Ann Arbor Machine Co.,

25 Years
on the Market



ANN ARBOR "Columbia" for 10 to 16 H.P. Steam or Gasoline
Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"
2 Stroke—32 in. Feed Hole
Capacity 10 to 20 Tons in 10 Hours

Agents secure large portion of Canada upon application



ANN ARBOR, MICHIGAN
BOX 43 U.S.A.

THE Greatest Commercial Sporting Event in the World



**THE
MOTOR
COMPETITION**

AT THE

**CANADIAN
INDUSTRIAL
EXHIBITION**

WINNIPEG
JULY 3-20



VISIT THE EXHIBITION

The Potato Canker a Serious Disease.

Owing to the shortage in the potato crop last year dealers in and growers of potatoes find it necessary to import large supplies for table and seed purposes from Great Britain, Ireland, and other European countries. Bulletin 63, issued by the Dominion Experimental Farm, Ottawa, explains how potato canker has found its way across the Atlantic into Newfoundland with potatoes imported from Europe.

Potato canker is a disease at present unknown in Canada. It is one of the most serious diseases known, affecting not only the farm lands on which potatoes are grown, but the disease is also directly injurious to the health of the consumer of affected potatoes. Boiling does not destroy the injurious properties. The disease is characterized by nodular excrescences, which may often be larger than the tuber itself. These "cankers" affect the eyes of the potato and are very small in the early stages. Any tubers found with smaller or larger outgrowths rising from where the eyes are situated, should under no condition be used for seed or table purposes. The introduction and establishment of this disease would seriously compromise one of the most important agricultural industries of Canada, viz., potato-growing. Farmers and consumers should be exceedingly careful in using potatoes that may have been imported from Great Britain or the continent of Europe. Suspicious-looking tubers should be destroyed by fire, and not be thrown on the ground, or the disease, if present, will establish itself permanently in the soil.

The bulletin referred to explains in detail the character of the disease, and is available to anyone making application for the same.

A Colossal Dam.

Building the highest dam in the world, owing and operating a railroad, and creating the biggest reservoir in existence, are three of the present activities of Uncle Sam. The railroad was constructed by the Reclamation Service. It is of standard gauge, 22 miles long, and runs between Arrowrock and Boise City, Idaho. The necessity for this is the same that has caused the U.S. Government to do many unprecedented things in connection with big irrigation projects in the West. Many of these are located in the desert, and it is necessary for the government to build roads, telegraph, and telephone lines, and, in this

last venture, to build a railroad to get men and material to the scene of work.

L. W. Thavis, in "Popular Mechanics Magazine," gives some interesting data about the big dam that is being put in on the Arrowrock project in Idaho, which is 351 feet high, and will cover an acre of ground. It is in a narrow section of the Boise Canon, about 20 miles above Boise City. The site was selected only after long search. There were several drillings and pit diggings before bedrock was struck, 90 feet below the surface of the river. Four or five years will be consumed in construction. The top will be 25 feet wide and 1,000 feet long, with a roadway which will be protected by a parapet on each side. The dam itself will back up a lake of water that will irrigate 250,000 acres. When the reservoir is full, the water will be drawn off through gates near the top. As the level of the water is lowered, lower gates will be opened, so that these outlets never will operate under an excessive head of water."

Deer and Co. Acquires Van Brunt Drill Plant.

Deere and Co., of Moline, Ills., have obtained by purchase the drill factory of the Van Brunt Manufacturing Co., Horicon, Wis. For many years, Deere and Co., through its branch houses, the various John Deere Plow Companies, have been among the world's largest jobbers of seeding machines. The drill business became such an important factor in their trade that the only way to give John Deere dealers what they wanted in the way of seeding machines was for Deere and Co. to own and operate their own drill

factory. Back as far as 1860, Van Brunt drills began to attract attention, and, from that time to this, their importance in the trade has grown from year to year. The Van Brunt drill is favorably known wherever seeding machines are used, enjoying, as it does a high reputation, not only in the trade of Western Canada, but the world over. The management of the Van Brunt factories will be continued practically without change, and the famous Van Brunt drills will hereafter be a permanent part of the John Deere line.

Barn Roof Lights.

Among the sum total of his tribulations in life, the average individual can recollect, with no undue mental effort, the time, possibly long years ago, when he stumbled through the mirk and gloom of an unlighted shed or barn, with cautious hand outstretched. Memory wafts him that supremely sweet moment when that tender tract of shin, betwixt knee-cap and ankle, smote vehemently the hidden edge of some part of a vindictive plow. We can so well recollect how the stygian gloom assumed a slightly purple tinge, as we tenderly fondled the injured portion of our anatomy—and said—Things!

Apart from the inconvenience caused by lack of proper lighting of barns and other farm buildings, the lack of ventilation in a barn without windows forces itself upon the olfactory organs immediately upon entering. The "Acheson Barn Roof Lights," manufactured only by the Metallic Roofing Co. of Canada, combine a perfect simplicity in their adaptation to any roof with a thoroughly weather-proof construction. These

roof lights are made in two styles, one being for attachment to corrugated iron roofs, the other for steel shingled, or any other type of smooth roofing. The wooden curb containing the sash is rigidly set in a sheet of corrugated iron, 96 x 33 inches, or, in the case of smooth roofing, in a sheet of plain iron of the same dimensions.

In both types of lights the size of the glass is 5 ft. x 20 inches. To the practical man, the ease with which these roof lights can be fitted should appeal, as they are simply nailed on the roof, occupying the same space as an ordinary sheet of roofing iron. The sashes in both types are supplied either stationary or moveable, as may be desired, although the latter type, which has an opening of 26 inches, seems superior, inasmuch as it supplies ventilation and an outlet for impure air and dust.

Alberta "Big Four" Ranch.

The opening by the Gas Traction Co. of a branch at Calgary is another evidence of Western Canada's importance as a market for farm tractors. W. R. Allen, well known in Canadian implement trade circles, and who has been for some years connected with the Gas Traction Co., will be manager. The "Big Four 30" will be carried in stock at Calgary, as well as a full supply of parts and supplies. This will undoubtedly be a great convenience to the many owners of "Big Fours" in that province, who will be enabled thereby to procure parts and supplies without the inconvenience of waiting for them to be shipped from a distant point. This company recently opened a branch at Saskatoon, which is under the management of P. N. Amidon.



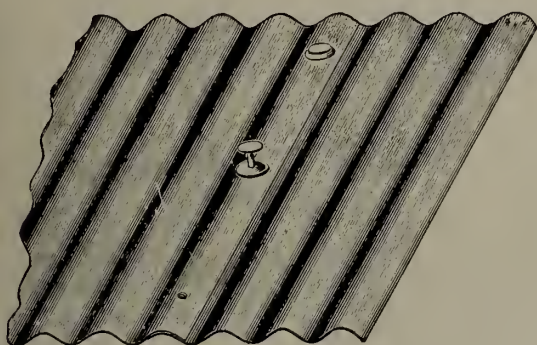
A "Twin City Tractor" Operating in Western Canada.

IMPLEMENT DEALERS

Who Are Selling Their Customers

Galvanized Corrugated Iron

R
O
O
F
I
N
G



S
I
D
I
N
G

Lightning proof! Fireproof! Everlasting! are doing the community a real service for which they are being well paid.

WRITE FOR INFORMATION AND PRICES TODAY.

Winnipeg Ceiling and Roofing Company

Manufacturers Portable Corrugated Granaries

P.O. Box 2186—I.

WINNIPEG, Man.



A TRACTOR FOR BIG FARMS

The Popularity of the Hart-Parr has been attested to by the great number of representative farmers and their sons who attended our Winter School of Traction Engineering at Regina, Saskatoon, Portage la Prairie and Calgary.

The Hart-Parr was the first successful oil burning tractor in the field; for nine years we have added improvements until now it is mechanically perfect.

It's Superior Construction insures the minimum of repair and operating expense, and the maximum of service and dependability, insures actual dollar value to the purchaser right from the start.

**IT IS THE BEST KNOWN TRACTOR
ON THE MARKET**

and as such it is a selling opportunity that no dealer can afford to neglect. A few territories are still open.

Write at once for our Liberal Agency Proposition.

HART-PARR COMPANY

36 Main St., Portage la Prairie.

Regina.

Saskatoon.



HOOSIER AND FAST MAIL

PUMPS

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pumping Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for Catalog and Prices



Hoosier Force Pump Standard



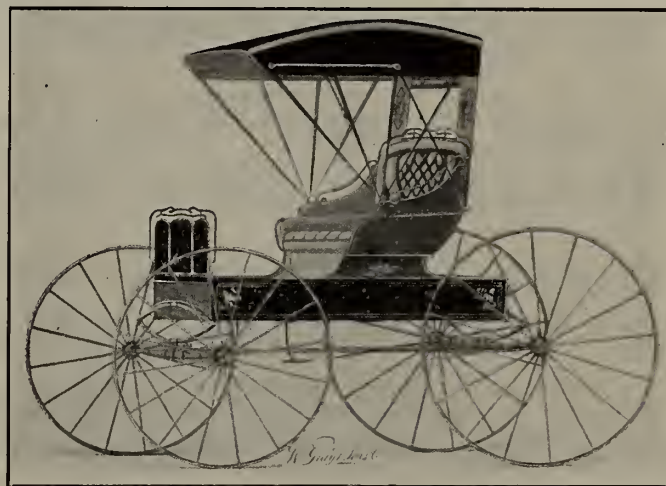
Hoosier Set-Length Lift Pump

Fast Mail Force Pump.

Flint & Walling Mfg. Co.,

675 Oak Street,

Kendallville, Indiana, U. S. A.



No. 1834 Buggy

Spring Goods

**Buggies, Scales, Davenport
Beds, Kitchen Cabinets**

Don't let your opposition get ahead of you with a superior line of Vehicles. Get the old reliable Gray line and take first place in the buggy business.

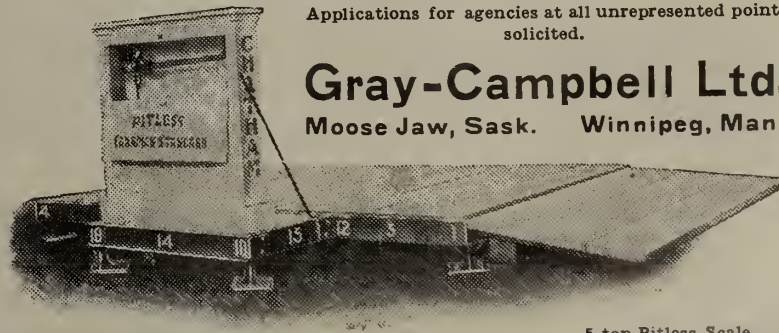
Quick shipments from several warehouses.

Applications for agencies at all unrepresented points solicited.

Gray-Campbell Ltd.

Moose Jaw, Sask.

Winnipeg, Man.



5-ton Pitless Scale

Canada's Proposed Naval Harbor.

The great naval and commercial harbor proposed for St. John, New Brunswick, has been sanctioned by the Canadian government, and work has already begun, the contract having been awarded to one of the big Canadian contracting firms which build public works. The mouth of the harbor will face Courtenay Bay, which, together with the Bay of Fundy, lies to the south of Nova Scotia. The specifications provide for a breakwater of 4,600 ft., the construction of 9,900 lineal feet of quay walls; the reclamation of large tracts of land; a dreadnought drydock, 1,000 ft. in length, built to the latest British Admiralty specifications; a series of docking slips for commercial vessels, and a shipbuilding yard equal in size to the largest British yard.

"With Wings as Eagles,"

The old Hebrew prophets were much given to daring imagery. Looking up into the deep blue of the Syrian sky Isaiah saw an eagle with almost incredible speed mounting up in long spirals toward the sun. Finding in the great bird a fit symbol of strength and buoyancy, he said: "They that

wait upon the Lord shall renew their strength; they shall mount up with wings as eagles."

In all ages men have dreamt of exercising dominion over the air. The prophets and the poets have dreamed dreams and seen visions of the conquest of the skies. At last man has reached what for ages seemed the unattainable. In the most literal sense man to-day mounts up with wings as eagles. It is indeed an open question whether any eagle ever flew at the speed Vedrines attained a week ago in France, when he covered 100 kilometres, or 62.1 miles, in 37 minutes. Nothing that man has heretofore made—neither steam engine, nor motor car, nor electric locomotive, nor iceboat, nor balloon—has been able to travel at the rate of over a hundred miles an hour, and keep up that speed for any lengthy period. It is anticipated that improvements now being made in French aeroplane engines will increase the speed to 125 miles an hour. Here are the aeroplane records for 100 kilometres since Wilbur Wright's first long-distance flight at Le Mans, a little over three years ago, till last week:—

Dec. 31, '08—W. Wright	1.52.00—32.3
Aug. 25, '09—Paulhan	1.50.00—33.7
Aug. 26, '09—Latham	1.28.00—42.2
May 15, '10—Cattaneo	1.15.00—49.6
July 7, '10—Olieslagers	1.12.00—50.1
July 10, '10—Olieslagers	1.08.00—54.8

Sept. 17, '10—Auburn	1.05.00—57.4
Oct. 29, '10—G. White	1.01.04—61.0
Feb. 14, '11—Buisson	1.01.00—61.1
Mar. 6, '11—Nieuport	1.00.00—62.1
Mar. 9, '11—Nieuport	0.58.24—63.2
April 12, '11—Leblanc	0.54.55—66.7
May 10, '11—Nieuport	0.50.04—74.3
Jan. 15, '12—Vedrines	0.42.07—88.3
Jan. 26, '12—Bathiat	0.40.29—91.7
Jan. 23, '12—Vedrines	0.37.00—101.7

In a comparatively short time the speed of the aeroplane has been increased from 32 miles to over a hundred miles an hour. An ultimate speed of at least 150 miles, and perhaps 200, is confidently predicted. The time is not far distant when men will fly from Ireland to Newfoundland in the span of a summer's day, with wings that in power of sustained flight will far exceed those of the fiercest and most lordly eagle that ever looked upon the sun.

The Tungsten Lamp.

The tungsten lamp has, of late, largely ousted from the market the old filament type of glow lamp. Consuming considerably less current it gives a far stronger light, and lasts longer. Its manufacture has been a difficult and expensive matter because of the characteristics of tungsten. Up to a few months ago it was impossible to draw tungsten into wire as the common ductile metals are drawn, but it had to be squirted while in the so-called "colloidal"

state to form the required filaments. The other elements mixed with the powdered tungsten had to be driven off by heat, thus leaving a very brittle wire, exceedingly difficult to mount in the lamp, and easily broken by shock. Now, thanks to improved methods of treatment, it is possible to draw the pure metal into wire of great tenuity, diameters of three thousandths of an inch or less being readily produced. The metal is drawn through diamond dies into lengths of 600 or 700 feet, and can be wound on spools without danger of breakage. The success of the research has made the tungsten lamp as practicable as the old carbon filament lamp, which it is rapidly displacing because of its much greater efficiency.

Trade with South America.

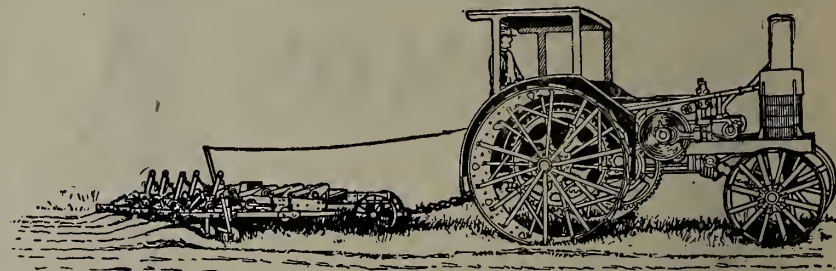
Trade in implements and farm machinery between American manufacturers and importers in South American countries continues brisk and is growing monthly. The Ann Arbor Machine Co. report making several exceptionally heavy shipments of hay presses to Chile and Uruguay recently and now have on hand orders for these countries that will take some months to fill, owing to their size.

Do You Realise What These Two Facts Mean to You?

**Horses are Losing Out on the Farm;
Gas Tractors are Taking their Place**

**Power for Farming will soon be built in
Large factories and sold to Farmers through
Implement Dealers.**

Farmers will soon no longer raise their own Power. Power Farming is coming fast. When one outfit is sold it stirs up a Big Bunch of Orders. Farmer's everywhere realize that it costs too much to farm with horses.



The New Avery Gas Plow Outfit is a Wonder.

Just the kind of a tractor that farmers everywhere have been looking for—a light weight engine that won't pack the ground or waste fuel moving useless dead weight. Weighs only about 11,000 pounds and pulls 4 to 6 plows. Also the simplest engine built. Wonderful New Avery "Power-Lift, Self-Drop" Plow. No plowman needed. A man or boy can run this entire outfit alone. Pull a cord and plows raise or lower. Saves expense of extra man, saves hard work lifting plows, saves time at the ends.

Who is Going to Sell the Gas Tractor in Your Territory—Are You?

Some Dealer will, that's sure. And under the New Avery Plan of **Fixed Price** to user and **Fixed Commission** to Dealer he is going to make some Fine Profits. Other Dealers are already doing it. Get all the Facts about the New Avery Gas Tractor and Power Lift Plow, and the Avery Contract.

Manufactured by AVERY COMPANY, PEORIA, ILL. U.S.A.

Haug Brothers & Nellerhoe Co., Limited.

Canadian Jobbers, Winnipeg, Canada.



Flying Dutchman

One-Man Tractor Gang



The above view of a Triple Coupled One Man Tractor Gang gives you a perfect idea of the quality and quantity of work which may be done with this plow. An individual One Man Tractor Gang carries four 14-inch bottoms and as its name implies, may be operated by the "tractor driver" alone.

Notice the "offset hitch platform" allows a centre hitch to the tractor, but sets the plow over so that the tractor runs on solid ground.

Both the raising and levelling levers operate from the front and are assisted by heavy, double coil springs. A man may easily raise this plow with one hand, if he does so while moving.

The One Man Tractor Gang is built in two styles; Regular, for plowing up to 9 inches deep; and Special, for plowing up to 14 inches deep.

A four plow gang may be reduced to a three plow and coupled in multiples, as three, four, six, seven, eight, nine, ten, eleven or twelve plow rig.

These rigs require only about two-thirds the power required by the big platform type of engine gang and cost only a little more than half as much.

A profitable line to handle. Write for terms and prices.

MOLINE PLOW CO.

Moline, Illinois.

Canadian Moline Plow Co.

Winnipeg, Man.



Concerning Self-Starters.

Some motor car manufacturers are talking self-starter so much this year that the man who is looking for his first motor car is apt to be carried away by this talk. It must not be forgotten, however, that self-starters are still in the experimental stage. In fact a number of leading car manufacturers have not yet adopted a self-starter because they have not been able to find one that they feel to be the final solution of the problem. They install self-starters on their cars, however, in case purchasers wish them.

It should always be remembered that a self-starter is only a part of a car. More correctly speaking an accessory. Consideration should first be given to the car itself—its strength, its power system, transmission, comfort, convenience, and its record for reliability.

After you have satisfied yourself as to the car you want to handle, the one best suited to your trade, the ignition system can be considered. If the car has a good high tension dual ignition system, the matter of a self-starter can be considered as a luxury that can be added at any time—preferably after the problem of inventing a reliable one has been settled.

A Road Carpet.

A lecture was recently delivered by a member of the road board before the Royal Institution of London on "The road, past, present, and future." The lecturer said the problem was to find the best mode by which a road should be constructed, so that its surface would not be broken by traffic, so that the transit might be easier for both passengers and goods, a road which would form neither puddle holes nor exude mud from vehicles and create no dust when the weather was dry. One thing was universally recognized, that the road of the future should be a truly bound road in which, whatever kind of stone was used, the stone should be held together, so that it would form a crust.

The lecturer suggested that what he called a carpet or an elastic skin should be adopted as the covering. The carpet, he thought, should be made of bituminous material, mixed with sand, and placed on the roads in various thicknesses according to the nature of the traffic. It should go on in liquid form, solidifying quickly, but always remaining resilient and compressible, and so integrating with the crust of the road that there could be no shifting of the surface below.



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, MAY, 1912.

The advantage of such a carpet it was said would be to permanently protect the crust, and just as a carpet on the floor softens the step, so would this carpet for the roads silence the noise and reduce the shock of rolling vehicles. It was admitted that the original cost of a road so laid would be more than that of a mud-bound road, but spreading the cost over a series of years it would probably not be so great, since the crust of the road itself would not have to be renewed.

A Selling Hit.

It is our firm impression that no credit should be taken to himself by the implement salesman for ever having sold a power washing machine, for to our minds no harder, back-breaking, heart stopping work on earth, especially to the delicate woman, and they are all more or less delicate, exists than standing over a tub all, or even half of the day, rubbing heavy woollens and working a cumbersome wringer.

No man, whether he be a farmer, merchant, or parson, with a spark of self respect and humanitarianism, should permit his wife, whom he has promised, more or less sincerely, to love, honor, and cherish, to make a slavish piece of human mechanism of herself in this way, and the argument as depicted above ought, as arguments go, to not only dispose of the power washer, but provoke the customer to tears as well.

The economy in the use of this machine is without peradventure

of refutation, in other words, it cannot be mistaken. If the dealer is handling one that has reliable power he can safely sell it on approbation as the time saved is enormous, and the pleasure that it gives the housewife will never allow it to be returned to the store, it stays sold.

Nerve.

This little word of five letters has done more to keep this old world revolving than any other unit of the human vocabulary; it has built railways through the invulnerable mountains of the West; it has discovered poles; conquered the air; overturned false and tyrannical dynasties; defeated armies; in short, it has been the pivotal quality upon which the massively important undertakings that have filled the pages of history.

It is required no more by the general of a warring army than it is by the retail implement dealer or any individual who has his future staked in any concern of commerce or trade. To be a successful soldier the general must have generalship, he must be possessed of tact, discretion, the power to act on his initiative, originality, and, possessed of all these qualities, he must have the necessary ability to put them into actual practice, and carry them out to a successful and victorious accomplishment.

Warfare may not be carried on favorably by the adherence to any formula, or schedule, or the acknowledgment of a *modus*

operandi of any description; the lay of the land, and conditions over which the contending nations have no control govern the manner of attack or repulse. The matching of brawn and muscle in the skirmish or the weight behind the charge is but the working out, the putting into brutish, physical energy, many hours of thoughtful and studious planning on the part of the commanding officers. Without a preconcerted idea of the manner of attack no victory was ever won. Brawn has about as much a chance of winning over brains as a blind kitten has in a rough and tumble with a bull dog.

It is thus in every walk of life, social, political or commercial; our actions of to-morrow require the careful planning of to-day to assure their chance of accomplishment. We must possess self-command, in order to take the steps necessary to advance our commercial and financial welfare. We cannot stay incessantly in the same rut; a change now and then is imperative, and must be taken without hesitation.

We Believe That—

Advertise! Advertise!
A sensible stunt is to advertise.
When you wear a frown and a heavy frown.
When your sales go lower and lower down,
When competitors swat you before your eyes
Don't get melancholy, but just get wise—

And advertise!

Every advertiser wants to know what the reader thinks of his advertisement, whether he is duly impressed by it, and how. The man who considers an advertisement a good one, thinks well or favorably of the goods too, whether he is conscious of it or not. The advertisement that is fortunate in idea, clever in design, and powerful in appeal, can engrave a slogan upon the receptive brain—a permanent impression of the goods advertised that will cling to memory tighter than does the old familiar faces. Advertising is selling, or it is nothing but dead waste. Making and selling are the wagons that deliver the goods—advertising is the force that hauls them. Definite information in advertising, the elimination of mere boasts and claims, make advertising expenditure a permanent investment. Photographs that show the implement as it is, especially under working conditions, talk as loudly as the biggest headline. A striking photograph can brace up the tremor in the knees of the most

uninspired written description, names don't count; it is the implement that counts. The man who does not advertise is remarkably like the fellow who scratched his head over the gauge stick when he tried the depth of kerosene in his cask. He kept worrying around the bung-hole in the top while he completely forgot that he had left the spigot turned on.

The Supply of Veterinary Surgeons.

Seventy-two graduates of the Ontario Veterinary College, each bearing a diploma, and 61 of them carrying in addition a side line in the shape of a Science Association certificate, bade farewell to the hilarity of college days in Toronto recently. The end of a college career is usually a parting of the trails, and one wonders what widely severed roads will be traversed by those graduates. There is little doubt that, after the inevitable vacation necessitated by the strain upon their grey matter, a great many will hang brass plates bearing their cognomens upon doors in the villages and towns of the Canadian West. Many will be found later adorning the offices of veterinary surgeons in the United States, while a smaller number will seek for fame and fortune—and, perchance, yellow fever or malaria—in other countries, such as Cuba and South America. In the class of 1912 there were 86 students—43 from Canada, 35 from the United States and 8 from other countries. James E. Anderson, the clerk of the college, says that the majority of the students intend to go West, and that a great many of the American students are now Canadians for good. The college is constantly receiving applications from Boards of Trade in towns in Western Canada, and could find posts for twice as many graduates as it produces. This ought to appeal to the never-ending problem of the proud possessors of sons, who sit up nights worrying over their future career.

No Sample No Sale.

"Jim," said the farmer, after he had toasted his shins on the big cannon stove in the dealer's store, "I've got to have a new wagon early this spring. What have you got?"

"I've got the best on earth for the money, Joe."

"Where's your samples?"

"Why, I had to take them down to make room for other goods, but I'll show you the stock."

"I suppose they're all right," said the farmer, after he had

taken a glance at the knocked down wagons in the back room, "but I don't like to buy until I've seen one set up."

"Well, come in one day next week, and I'll have one set up by that time."

The farmer promised he would, but unfortunately for Jim his competitor, on whom the farmer called later in the day, had a good display of wagons on his sample floor, and before Joe departed for home he had signed an order for one of these wagons.

Fairy story. Not a bit of it. It happens in many dealers' establishments every winter.

Sometimes sales are lost under similar conditions without the knowledge of the dealer, for the prospective buyer, noticing the absence of samples, doesn't mention his need until he visits the establishment of a dealer who has wagons on display.

And wagon sales are not the only ones lost in this way. The winter buggy trade goes to the dealer, who keeps samples on exhibition the year 'round. It isn't of large volume, but an occasional winter sale helps to pay the unrelenting overhead expense of the dull period. There is only one time when the progressive dealer is unprepared to show samples of wagons and buggies. That is when an unexpected rush of trade "cleans him out," samples and all. Then he hastens to place an order for immediate delivery, whether it is summer or winter.—Farm Implement News.

Living Lies.

The Puritan spirit protects action against rascals of all types. With the Puritan, character must always count. The Puritan can no more ask what has private character to do with public life than he can ask what has theft to do with honesty. The Puritan view is that personality does count, and that sterling qualities count in personality. A man who has been unfaithful to a woman may be a splendid mob orator, but he is untrustworthy as a representative of men, and is unworthy of any position of trust and responsibility. A man who professes the morality and the kindly humanity of Socialism, but who reproduces in his own actions all the injustice and ungenerous treatment meted out by Capitalism is still an ungenerate, though he can get Socialist branches or societies to pass his resolutions, and never begins a simple letter in terms less red than "Dear Comrade." That "comrade" covers more heresies against true Socialism than the churchyard covers sins.



J. C. Bevan.

J. C. Bevan was born near Chatham, Ont., in 1872, on a farm. He came West in 1889, and took up a homestead in Manitoba as soon as he was of age. Later he started as a salesman on the road for a Winnipeg jobber who transferred him the first year to Minneapolis, Minn. Fourteen years ago he associated himself with the Chas. A. Stickney Co., of St. Paul, who were then pioneers in the gasoline engine business. For several years he sold their entire output through the wholesale jobbers, one of his oldest and his best accounts in Canada being the Ontario Wind Engine and Pump Company. As the Stickney engine business grew Mr. Bevan was taken off the road, and made secretary and sales manager as well as a director of the company, and in this capacity built up one of the largest gasoline engine sales organizations in America. He resigned this position on March 1st, 1912, to take up the managership of the Gasoline Engine and Well Drill Department for the Ontario Wind Engine and Pump Co., believing that there was greater opportunities with this company in a growing country like Canada, and that he could assist in building up a business on these lines in this field that would further increase his reputation and record as a business getter. Mr. Bevan is experienced in the factory as well as the sales end of the gasoline engine business, having grown up with it almost from its beginning as a commercial article.

Women are never so amiable as when they are useful; and as for beauty, though men may fall in love with girls at play, there is nothing to make them stand to their love like seeing them at work.

Personal.

Breslin and Bresner have opened up for business at Liberty.

L. T. Shang is a new arrival in the implement trade at Holdfast.

York Bros., Killam, have sold out their machine agency to J. A. Neely.

Isaac Harrington has commenced in the implement business at Cupar.

Twedy and Hoar have bought the agency of R. W. Langford, Raymore.

J. C. Carraghen has started a machine agency and livery barn at Sturgis.

Johnston and Brown, Souris, will be succeeded by J. Johnston and Smith.

McCune and Watts Bros. have opened up an implement business at Red Deer.

Lampman has a new implement concern, under the management of W. A. Moore.

F. A. Bergren has started out in the implement business with an agency at Cokota.

N. T. Pollitt and Son have opened a warehouse to sell farm machinery at Bow Island.

Alex Robitaille has commenced a business at Elgin, and will sell implements and automobiles.

A new seed firm has been commenced at Edmonton under the name of J. J. Murray and Co.

Walter Pocock has broken into the implement game at Radisson, having bought out R. E. Anger.

N. P. Thiernan has sold his hardware store and implement agency at Macnutt to A. Warner.

A. Turriff has opened an implement business at Elstowe, and will push several well known lines.

It is reported that Morris Cook has purchased the implement business of Williams and Newton, Acme.

The Saskatchewan Creamery Co. have been granted letters patent for a limited company at Moose Jaw.

We understand that Coulter Bros., implement agents at Dominion City, have opened a branch establishment at Arnaud.

It is stated that Peter S. Under has acquired the implement concern at Plum Coulee, formerly conducted by J. J. Martens.

Robert Ellerington, who conducts an implement agency and livery at Carberry, has disposed of his agencies to J. R. Cornwall.

H. W. Whitaker, secretary of the Goold, Shapley, and Muir Co., Brantford, recently spent a few days in Winnipeg on his return

from a visit to their branch in Regina.

S. H. Roe, manager of the Calgary branch of the Tudhope Anderson Co., was in Winnipeg for one or two days recently.

It is stated that Schultz Bros., formerly hardware and implement men at Kronau, have sold out their entire holdings to Snyder and Eberle.

E. R. Nugent, butcher and implement dealer at Goodeve, has sold out his entire business to Lloyd and Garrison, who will continue the good work.

It is reported that Reifferschied Bros., formerly implement agents at Bruno, have disposed of their business to Hornisch and Son, who will continue it.

E. E. Lyday, Canadian manager of Maytag Co., Winnipeg, has recently returned from a Western trip, occupying some weeks. He reports good business.

Swift Current may boast of another garage, the new firm being known as, the McEwan Webster Auto Co., who will handle several well known cars.

H. W. Hutchinson, managing director of the John Deere Plow Co., Winnipeg, has recently returned from a short visit to the factories of Deere and Co., at Moline.

A. Livingston, of Churchbridge, has disposed of the implement end of his combined implement and smithing business to R. W. Collier. Mr. Livingston will continue his

blacksmithing business at that point.

R. Mackay, manager of the Canadian Moline Plow Co., Winnipeg, has gone south. After spending one or two days in Minneapolis, he will visit Moline, Ill. The primary cause of his trip was to see Mrs. Mackay thoroughly en route on her visit to Europe.

We are pleased to learn that D. J. Taylor, the energetic Winnipeg manager of the Goold, Shapley, and Muir Co., has returned to his desk after being laid aside for several weeks, owing to the injuries he received in the Canadian Northern train wreck at Saskatoon.

J. J. Bryan, manager at Regina for the Tudhope Anderson Co., gave us a visit recently while he was in Winnipeg. His physiognomy is wreathed in smiles, which seem to indicate, even more emphatically than his reports, that things go well in the capital of our neighboring province.

J. M. Reid, Winnipeg, manager of the Ontario Wind Engine and Pump Co., has returned from a business trip to Calgary and Edmonton in the interests of his firm. He reports a successful season is in prospect, and that his company is making preparations for very greatly increased business in all territories in the West.

The Saskatchewan Gazette is authority for the statement that the dairying concern formerly known under the firm name of

The Moose Jaw Dairy Co., Ltd, will henceforth sail under the flag of The Saskatchewan Creamery Co., Ltd., and that they have also opened a branch at Weyburn.

David Drehmer, assistant manager and secretary of the John Deere Plow Co., Winnipeg, has returned from the south. He looks as though he had invested in a new lease of life after his vacation. We understand that urgent business necessitated his returning some two weeks earlier than he anticipated. Never mind, Dave, let the balance accumulate at compound interest, and add it on to your next vacation.

The firm of A. E. Hughes and Co., McAuley, has been dissolved, and will be in future conducted by A. E. Hughes, who will play a lone hand. McAuley has experienced a number of changes in the implement trade lately. George Pateman sold out his business to Parke and Son, and has bought out an interest in the firm formerly conducted by Thompson and Carnahan, Mr. Thompson retiring.

The Tudhope Anderson Co., Winnipeg, are enlarging their showrooms by the addition of the premises previously occupied by the Heney Carr Harness Co. An arch will be cut through the wall that formerly separated the premises of the two companies, which, while greatly increasing the floor space and capacity of the Tudhope Anderson Co., will give a large addition to the light supply both in the existing premises and in these now acquired.

S. H. Chapman, president of the Ontario Wind Engine and Pump Co., visited the Winnipeg branch of that concern recently. After spending a week in this city he proceeded to Calgary, where he expects to let the contract for the erection of a warehouse similar to the new warehouse of the company in Winnipeg. He will also, during his visit, place the contract for the new transfer warehouse to be erected at Edmonton.

Reduction in Freight Rates.

We have been informed that on and after the first of May, 1912, a reduction in classes one to five inclusively will be afforded by the Minneapolis, St. Paul, and Soo railway, between Minneapolis, St. Paul, Minnesota Transfer, Duluth and Superior on the South and East, and Winnipeg and St. Boniface on the North, as follows:—1st class, reduced from 89c to 86c per cwt; 2nd class, from 75c to 72c; 3rd class, from 60c to 57c; 4th class, from 45c to 42c; 5th class, from 40c to 38c. New rates are exclusive of cartage.

Honor for Implement Man.

We are glad to announce the appointment to the Senate of the United States of Newell Sanders, as representative for the State of Tennessee. Mr. Sanders has for many years been a prominent implement man in the South, an active member of the National Implement and Vehicle Association, and president of the Newell Sanders Plow Co., of Chattanooga. He was chairman of the Executive Committee of the above association in the year 1907, and in the succeeding year was elected president. Questions brought before the Senate in the interest of the implement or vehicle trade will no doubt have his championship and support.

Sales Manager for Deere Binder.

W. R. Morgan, who for many years has held with distinction the exacting position of assistant domestic sales manager for the International Harvester Co. at Chicago, has severed his connection with that firm to take up similar duties for Deere & Co. harvester dept. In leaving he takes with him the best wishes and respect of his former associates, who appreciate his high standard of ability and character. He will be succeeded by C. H. Laufman.

Engine Gang Contest.

Elsewhere in this number may be found the rules and conditions to govern the Agricultural Motor Competition for this year, and in this connection we would say that a further innovation will be added in the shape of an Engine Gang Competition. This is a new event, and no doubt it will be looked for and observed with a great deal of interest. It is stated that entries are coming in freely, and it is anticipated that the array of gangs will be complete and variegated. The officers of the Canadian Industrial Exhibition are now busily engaged in completing arrangements for these contests, and assure the West, for the West is a unit in interest extended to things agricultural, that the contests this year will far surpass any of the past.

Saskatchewan Rural Telephones

The following districts have recently been granted charters for rural telephones:—Mount Pisgah, Inglewood, Fairlight, Prospect, Breadalbane, and Dewdney. These incorporations go to indicate progressiveness in the West, and show that nothing but that which is up to date will satisfy the salt of the earth.



If there's iron in your purpose—and you go to the bottom of the motor question, the chances are you'll join the army of seventy-five thousand new Ford owners this season. It's a better car not because it costs less—but because it is worth more.

Search as you may you can't find another car like the Ford Model T. It's lightest, rightest—most economical. The two-passenger car costs but \$775, f.o.b., Walkerville, Ontario, complete with all equipment—the five-passenger but \$850. To-day get latest catalogue—from the Ford Motor Company of Canada, Limited, Walkerville, Ontario, Canada.

Brockville Vehicles

"Canada's Standard"

THE WROUGHT IRON LINE

The kind that Sell, Build up your Trade, and Make you Money.

SOME FEATURES.

The Brockville Steel Channel Perch Construction.

The Brockville Wrought Three Prong 12 Inch Circle.

The Brockville One Piece Wrought Steel Continuous Body Loops.

The Brockville Diamond Reach Brace.

The Brockville Oil Tempered, Graduated Cast Steel Easy Riding Springs.

The Brockville Wrought Iron Line embodies more special features and strong points than any other line of Vehicles offered to the Canadian dealer.

MORE FEATURES.

The Brockville Heavy Panel plugless Body.

The Brockville Steel Clamp Body Corner.

The Brockville Full Padded Dashes, with Dash Braces and Rails welded to Dash Frames.

The Brockville Silk Rubber Top Lining.

The Thompson "Patent" Truss Brace Shaft.

The Thompson "Patent" Safety Pole.



No. 7 1/2 "BROCKVILLE TULIP SEAT OPEN ROAD WAGON."

Just what you are looking for.

Just what your Trade wants.

Something Special!

Something New!

Something Different for 1912!

More Special Features

More Talking Points

More Satisfaction

Don't fail to see our large 1912 Vehicle Catalogue, No. 44 for Special Features found only on Brockville Vehicles—"Canada's Standard."

A Deere Agency gives you control of the Best Line of Vehicles ever built in Canada.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

New Deal Wagon

NEW-DEAL WAGON

Is made of air-seasoned lumber.

Is equipped with double collar skein

Skeins are dust-proof, therefore will hold grease longer and run easier than others.

Skeins are heavier; bell is longer and larger, taking more axle.

Has riveted grain cleats (not nailed or screwed).

Bottom of box is reinforced both front and rear.

Has clipped gear, both front and rear.

Box is made flax tight



A WAGON YOU CAN SELL AT A PROFIT

NEW-DEAL WAGON

Spring seat with 3 leaf springs (not single leaf).

Steel bolster stake plates on side of box.

Neck yoke 48 in. long (not 42 in.)

Has trussed tongue, cannot break or warp.

Has channel iron reach, really indestructible.

Is extra well painted, striped and finished

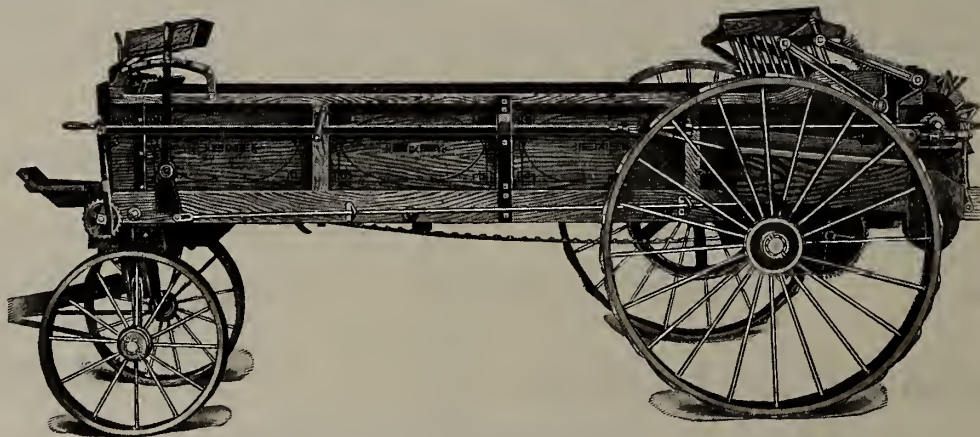
Possesses a great many distinctive features of merit.

The Light Draft Success Manure Spreader

TAKES ANOTHER STEP IN ADVANCE

Frame Made Entirely of Hard Wood — Not Pine

Seven Sets of Roller-Bearings settle the matter of Draft



A Deere Agency gives you control of the "SUCCESS"

The Best Manure Spreader Ever Built

FOR many years the "SUCCESS" has been considered the typical manure spreader. It was first in the field. It had choice of necessary features. It tested and proved and patented for its own exclusive use all of the worthiest devices. And now it takes another step—a most important step—in advance of all other spreaders.

By its equipment with seven sets of roller-bearings—one set in each wheel, one at each end of spreading cylinder and one in cylinder driving mechanism—there is no question but that the Success

Runs a Horse Lighter than any other Spreader

All 1912 "SUCCESS SPREADERS" will be equipped with these roller-bearings. It is a feature we have been working on for years and its value to spreader users cannot be over estimated. The cold-rolled steel roller-bearings at the same time

Save the Horses and Save the Machine

The roller-bearings do away with all friction and wear in the working parts; they lessen the shocks and strains from driving over rough, uneven ground; the entire machinery runs with less power, consequently with less breakage; they cause the spreader to run almost as smoothly and evenly as a stationary machine.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

John Deere Jumbo Grub Breaker

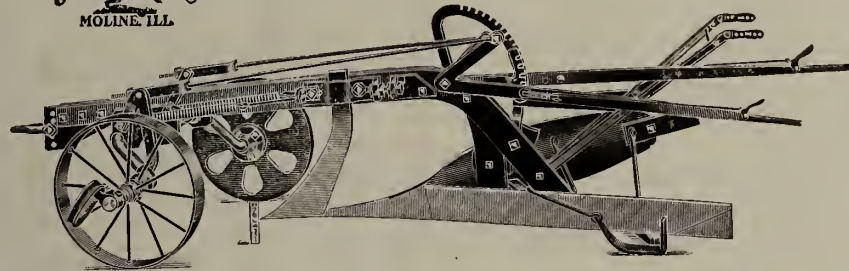
For Use With Traction Engines

Built for Heavy, Stony, Grubby, Poplar, or other Brush Lands.

There are many localities, especially in the Northwest, where there are large areas covered with grubs and it is desired to use an engine instead of horses for breaking. This requires a specially built plow of great strength, and that is what the JOHN DEERE JUMBO Grub Breaker is.

It has the strength, turns a 24-inch furrow, cuts off all roots to depths of furrow and throws them out so that it is easy to clear the land.

It stands to reason that it is much more economical to clear a piece of brush land in this way, because the work is more rapidly done: all the roots are cut off deep enough to prevent sprouting, and the ground is well plowed at the same time.



All Steel—Has Great Strength.

The beam, levers, lever ratchets, clevis wheels, axles, handles and all other parts are made of high grade steel.

The fact is, the Jumbo Breaker is so strong that it will stand the pull of a high-powered engine without straining or breaking—you know what this means.

Specially Constructed Beam.

Instead of being one solid piece, the beam is made of three heavy flat steel bars securely bolted together.

This makes a very strong beam and permits the two outside bars to be shaped so that one supports the moldboard and the other the landside.

Fore-Carriage Ensures Steady Running.

Two large, wide-tired steel wheels mounted on strong steel axles support from front end of beam and steady the Plow when at work.

Also axles operate with levers to regulate depth, level the plow and raise it out of the ground.

Extra Heavy Standing Cutter.

This cutter is held to beam by a strong clamp and is drilled at heel to receive share point—a great protection to share.

Clevis Gives High or Low Hitch.

By referring to illustration, you will see that by inverting clevis a high hitch is obtained.

Clevis as shown gives a medium or low hitch.

Inverted, it gives a medium to high hitch.

Handy Sizes John Deere Engine Gangs.

A CONVENIENT SIZE

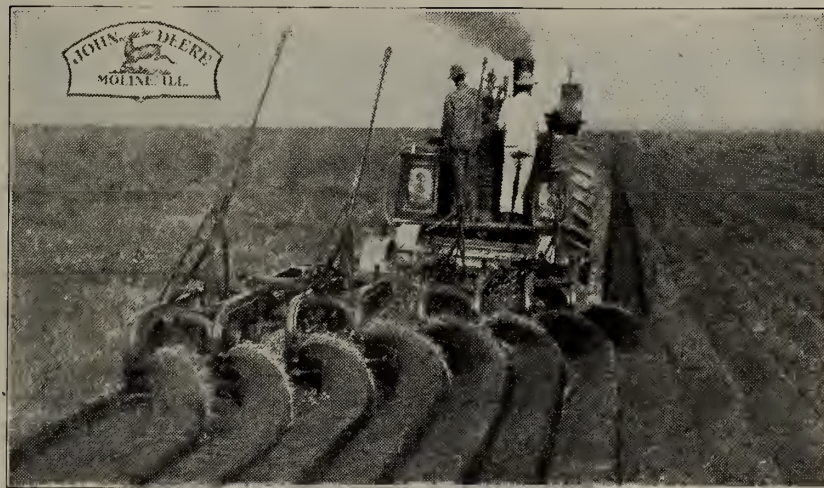
A big ranch is not necessary to get all the benefits of engine plowing.

The four and six-bottom John Deere Engine Gangs are adapted for use with small oil or low power steam tractors, and make engine plowing practical and profitable for those who are farming limited areas.

One of these plows will give the user all the advantages the big rancher has in saving money on his plowing bill.

The outfit here illustrated is doing more than eight men could do with teams and single bottom plows.

MR. DEALER—YOU CAN INCREASE YOUR PROFITS BY GETTING THE AGENCY FOR OUR ENGINE GANGS.



Four, Six, Eight, Ten, Twelve or Fourteen Bottoms.

Plows assembled in pairs—One Lever for each pair—Frame mounted on Wheels.

FOR EVERY JOB.

The plows of the gang take care of themselves except when it is necessary to raise and lower in turning. Flies and hot weather do not worry the engine, which will work 24 hours a day without fatigue.

John Deere Engine Gangs have strong bridgelike steel frames, to which the plows are attached in pairs. Each pair is free to move up or down so that the bottoms rise to pass obstructions, then immediately drop and work. Any kind of plowing can be done, as the beams will carry any style of stubble or breaker bottom.

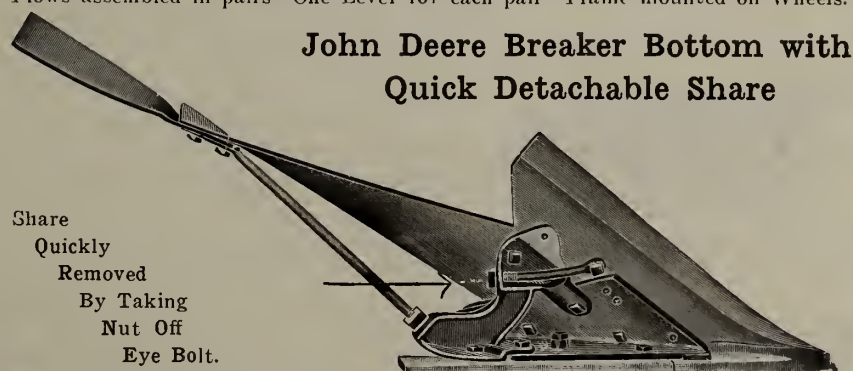
REMEMBER — JOHN DEERE ENGINE GANGS ARE SOLD COMPLETE, READY TO HITCH TO ANY STYLE OF TRACTOR.

Quick Detachable Shares

A lot of valuable time is lost in changing shares on an ordinary engine plow. Ours are equipped so that they can be changed in one-fifth of the time usually required by other makes.

Each share is removed by taking off one nut, which is easy to get at, instead of the usual four nuts inconveniently located.

Examine The Illustration



John Deere Breaker Bottom with Quick Detachable Share

Share Quickly Removed By Taking Nut Off Eye Bolt.

On all John Deere Engine Plows

Another advantage is that the one eye bolt holds the share more securely than when bolted to frog in the old way.

Think of saving 80 per cent. of time ordinarily required to change shares!

What does this figure out at in one season's plowing?

Write for Illustrated Booklet. Tells all about Engine Plowing.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Curing the Pricecutter.

G. L. Dudley is an implement and vehicle man of Kentucky, who has apparently a knowledge at first hand of human nature. He tells in a letter to the Carriage Dealers' Journal of an experience that he had with a farmer of his locality, who was a notorious price cutter and haggler, that would go to prove there is more in the art of selling than meets the optic. Here it is:—

"Well, this customer of ours was in the market for a buggy, and we had shown him our entire stock at least half a dozen times. Seeing him in town one day we picked out the rig that we knew was best adapted to his needs, and we concentrated our very best salesmanship on it. When he entered our store we immediately commenced the attack, and carefully showed him every detail and good feature from the tip of the shaft to our name-plate—from start to finish, from beginning to end.

The man was pleased with the buggy. He looked at our price tag, and read "\$125," and, of course, immediately started his usual program. After considerable time we agreed to let him have the buggy for \$118. We took his check for the amount; then we walked over to the cash

drawer, and handed him eight silver dollars.

"Why?" he exclaimed, "what's this for?"

"That is your change," we told him. "The \$125 buggy is that one on the right. The buggy you bought is only worth \$110, and we have never asked more for it. We changed the price tag, and you did not know the difference—in fact, you thought you had got a great bargain. We could have easily defrauded you out of \$8, but we don't do business that way. It is to our advantage to sell you the best goods at the most reasonable prices and profits, and, as we have never betrayed your confidence, it must be to your advantage to buy our goods and pay our prices."

He came in again yesterday and bought a whole set of work harness in less than ten minutes.

New Traction System.

The Canadian Northern Railway have inaugurated a system of gas-electric cars in Ontario recently that give promise of a revolution in moderately short runs, and it is not improbable that they will be utilised in the future for passenger traffic to the exclusion of steam on that road, and conse-

quently other roads will adopt it also.

The manner of operating this type of car is by a combination of gasoline and electric motor, the motor being driven by the gasoline engine, and in turn operating the driving wheels.

It is stated that the trial run of over 155 miles was made in the exceptionally good time of three and three-quarter hours, and was finished without mishap of any kind, the motor and engine working with every degree of satisfaction to the designers and officials of the Canadian Northern.

It has been suggested by the daily press that this system is adaptable to the Western country especially, the saving of expensive coal is considerable, and it is rumored that this test was made merely as a forerunner, in order to eventually, and at a date not far distant, to adopt the gas-electric car to Western passenger business.

Concrete in Construction.

We have lately received two small volumes—"Concrete Worker's Reference Books," by A. J. Houghton, which embrace the subject in a manner easily comprehended by the ordinary individual, yet containing a vast amount of valuable information. Most of us in studying text books on architectural construction in concrete, are appalled at the outset by the chaos of mathematical formulae and trigonometrical functions, which seem inseparable from the vast majority of practical treatises.

These volumes are, however, written in a manner both lucid and simple, and are illustrated by simply drawn diagrams, which are explained in the text in a pleasantly practical manner. All definitions are put in everyday language, covering the essential principles of the work. Special stress is laid upon foundation work, which, along with the bearing-power of the soil and the placing of footing courses, usually decides between failure and success in concrete construction. Some of the designs explained and illustrated are:—Culverts, bridges, and sewers, arched bridges, bridge foundations and floors, piers and abutments. Of interest to builders should be the sections on concrete porch construction, and reinforced concrete floors. Wall ornamentation, block column work, the construction of molded balusters, etc., are covered in a full and concisely explained manner. Considering the size of the volumes they cover the subject in a most thorough way, and should prove a valuable

adjunct to the library of the practical man. They are paper bound, and can be procured either from Canadian Farm Implements or the publishers for the comparatively small sum of 50 cents. They are published by the Norman W. Henley Publishing Co., 132, Nassau St., New York.

Big Business for a Man!

On one of the duller recent days after the ticker in a Wall Street office had been silent for several minutes, an irreducible trader sat down and gazed at the three or four other irreducible traders who still stood gazing at the tape. Then he got up and walked about talking:

"What a fine business for a lot of able-bodied men, intelligent enough to make a living in some productive manner! Here we spend five hours a day hoping for something to happen. We begin at 10 o'clock, hanging over the ticker, wishing to see new prices. The same old prices come and go, and at 3 o'clock we leave, hoping that something will happen before 10 o'clock the next day to give us some new prices. Think of it! Intelligent men, leaning on the ticker, waiting for things to go up or down! Some of us think we shall make money if they go down, others that we shall make money if they go up, and there our interests begin and end. Those of us who are short would be glad to read in to-morrow's papers that England had declared war with Germany. Yesterday others of us were delighted to read that the destruction of the money trust had been possibly averted. Why? Because we loved the money trust? No; because, on that news prices might rise two or three points. They didn't."

Just then a man at the ticker called out. "Twelve hundred Union at 164." The traducer of speculation itself went to the ticker to see it for himself, and remained there watching Union Pacific come 164, then 163½, and then 164 again, until the close of the market an hour later.—New York Evening Post.

Motor Truck for Westminster

The City of New Westminster, one of the progressive British Columbian towns, is negotiating with several manufacturers of motor trucks for the purchase of an aerial motor fire truck to cost in the vicinity of \$14,000, and expect to have it in service in the near future. This is merely another example of the up-to-date policy adopted by the people in that province.

Do You Realise That McLaughlin-Buick Automobiles



Model No. 43, fully equipped, \$2575.00 F.O.B. Winnipeg.

We have some territory still open and will consider agency propositions from reliable dealers therein. Is **Your** locality represented?

Our line comprises 10 models, varying in prices from \$1,300 to \$3,750.

Have placed many a Dealer in a financially independent position. They are the last word in car construction and every one a guarantee of excellence.

Built for service—all motors develop power far in excess of their rating. Every car sold sells a dozen more.

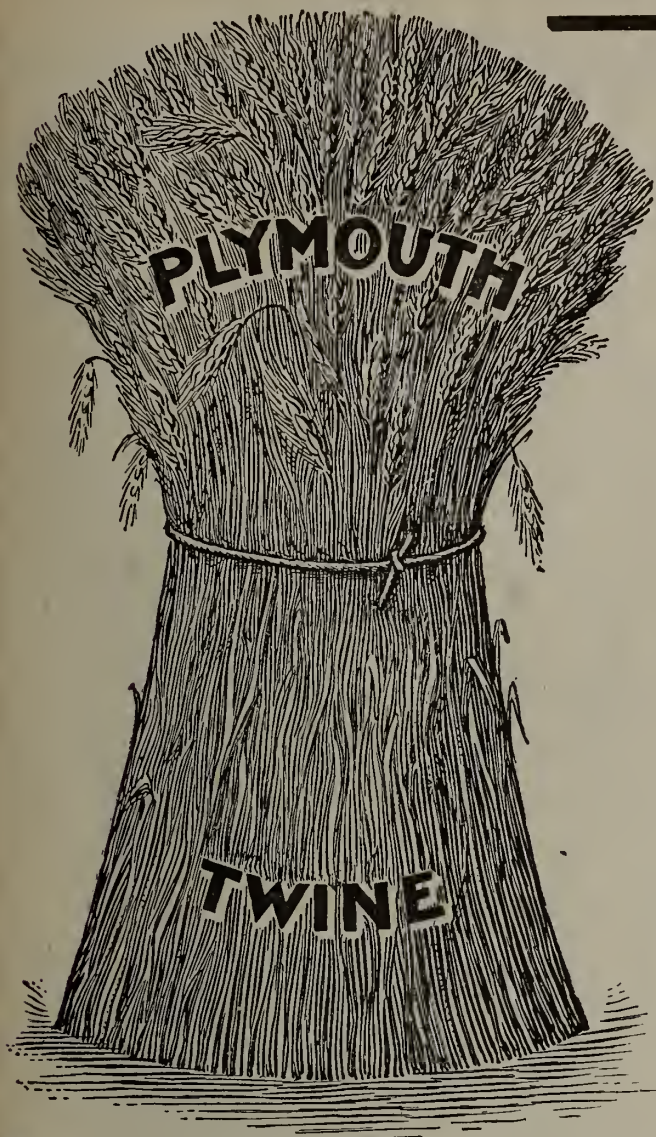


Model No. 35, fully equipped, \$1,400.00 F.O.B. Winnipeg

McLaughlin Carriage Co. LIMITED.

Cor. of Princess St. & Ross Ave., Winnipeg

Branches at Regina, Saskatoon, Calgary



GET THE RIGHT BRAND

The relative cheapness of the longer twines has been variously illustrated, being so great in the case of 600 foot twine, as pointed out by one paper, that buyers can save \$742,500 by purchasing that grade instead of 500 foot.

Dealers who have learned to consider relative cost instead of price per pound will not be surprised at these figures. All dealers should realize, however, that relative cheapness alone does not make a particular grade a "good buy." The brand must be right and this year, as usual, the foremost of the longer twines will be

PLYMOUTH TWINE

Extra	-	-	-	-	550 ft.
Superior	-	-	-	-	600 ft.
Pure Manila	-	-	-	-	650 ft.

These three grades are especially good money value but what is equally important, they are more marketable and more serviceable than corresponding competing grades.

This superiority of the twine itself, no matter what grade, is the reason why Plymouth dealers are so successful in securing customers and why farmers who have once used Plymouth twine will be satisfied with no other.

These facts and others of interest to dealers are discussed in the April number of "Plymouth Twine News." Send for a copy and for further information about Plymouth twine to the nearest address below.

CANADIAN DISTRIBUTING AGENTS

W. G. McMahon

(REPRESENTING LINDSAY BROS.)

WINNIPEG, MAN.

Hobbs Hardware Co.

TORONTO, ONT.

Canadian Government to Aid Good Roads.

The project for an international highway between Miami, Fla., and Quebec, Canada, has been given a decided impetus by the recent action of the government, which has joined the movement for good roads, and will assist the provinces in building and maintaining a country wide system of highways.

In an address by the Duke of Connaught, Governor-General of the Dominion of Canada, at the opening of the Twelfth Parliament in Ottawa, recently, the promise of government aid for the provincial highways was made. The Governor-General stated that the importance of providing the country with better highways was manifest, and that measures would be introduced for the purpose of enabling the Dominion to co-operate with the provinces in the accomplishment of this desired object.

This statement, coming from so eminent an authority, says The Carriage Monthly, is most significant, as government aid in the construction of the highways will greatly assist in the work of developing our wonderful resources through the medium of good roads.

The government of Quebec is prepared to advance ten million dollars to the municipalities in the

province for the improvement of the main roads on certain specified terms and conditions, the loan being made at the exceedingly low rate of two per cent.

Among the series of nine new main roads which are to be constructed, linking together the principal highways of the province, is one from Montreal, also one from Quebec to the United States border, connecting with the international highway at Rouse's Point. This section of the road between the United States and Montreal, by imperial sanction, has been named "King Edward VII. Boulevard."

This great new highway from Montreal to Rouse's Point will be sixteen feet wide, and constructed of water-bound macadam. Nowhere will the grades exceed 6 per cent, and there will be no sharp turns. Three government engineers are already at work arranging for the delivery of stone, and as soon as the weather will permit fourteen sets of road machinery will be distributed along the road.

This development of our highways will attract to Canada a great number of automobile tourists from the United States also, possibly, from Europe.

The Touring Club of America has decided to establish headquarters in Montreal, and at this office will be available touring directions and road information, covering all of the popular touring routes of the provinces, providing a service to motor tourists in Canada, never heretofore attempted. Americans entering the Dominion can do so by simply registering on passing from the United States into Canada, and registering upon the return trip.

Wireless and Longitude.

In view of the recent interest taken in wireless telegraphy, owing to the loss of the ill-fated s.s. Titanic, it is with some interest that we observe that wireless has been recently employed in the calculation of longitude to an accuracy not previously known. Longitude is the geographical term used to determine the relative positions east and west of any two geographical points, obviously being of supreme importance in navigation.

Several determinations of longitude have of late been made by means of wireless messages, but the most ambitious attempt of this nature has just taken place between Paris and Tunis, wireless signals connecting two clocks, one at the Eiffel Tower and the other at Bizerta, Tunis, the comparison of which described the longitude. The signals travelled the whole distance in .007 second, which works out at nearly 200,000 miles a second. When Sir George Airy, Astronomer - Royal, determined the longitude of Valentia, the little island off the coast of Kerry, Ireland, where the Atlantic cables enter the sea, he had no fewer than thirty chronometers carried backwards and forwards between Valentia and Greenwich Observatory twenty-two times before he was satisfied.

Electricity on the Farm.

The extreme convenience of electricity as motive power for the many small machines used in agricultural work has not as yet been fully recognised. The cost of installing and maintaining numerous small motors, each of which is in use only occasionally, is one of the chief hindrances, but one which would soon disappear if the custom of employing a single portable motor for all the miscellaneous work of the farm became more general. A portable electric motor suitable for such work has been recently brought out by a French firm.

The motor, which is of the semi-inclosed type (of from 2 to

6 h.p., according to the work to be done) is mounted on a light angle-iron frame supported on two wheels. Two long handles are provided at one end of this two-wheel truck to aid the operator in moving it. The breadth between wheel centres is only about 17 in., so that it can be drawn along the narrowest paths or passages. The weight is so distributed that only about 50 lbs. fall on the handles. The motor is provided with ample pulleys and gearing, enabling belt speeds ranging from 102 to 1,900 ft. per minute. A portable machine of this type is obviously readily applicable to work of the most varied kinds, including the driving of threshing machines, sifters, chaff-cutters, winnowing machines, crushers, sewage pumps, wine presses, mills, hoists, band saws, circular saws, and, in fact, practically any of the machines met with on a farm.

Gasoline vs Oats.

Many of the persons who have studied the case of the automobile versus the horse have come to the conclusion that within ten years all horse vehicles will be forbidden upon the streets in the congested areas of our cities. One American authority maintains that to-day the horse is hampering business in all the crowded delivery sections of cities, and that horse-drawn vehicles take up so much street space that, in New York City alone, if the unoffending equine was removed three hundred miles of streets would be saved!

It is all a question of dollars and cents, this gasoline or oats proposition, for, even in the case of the ordinary pleasure automobile it simmers down to that. Tests show that the balance is in favor of the auto, just as it is in the case of the heavier vehicles that do truck-horse work. Some time ago a six day's trial was made for the purposes of comparison. The automobile ran 457 miles in the time at the cost of 1.5 cents per passenger per mile. With a horse and buggy the distance covered in six days was 197 miles, and the cost was very nearly two cents per passenger per mile. From such facts, if one looks into the future, we can see a world resounding with the echoes of myriad exhausts, and through the atmosphere of which percolates the puissant odor of gasoline, while, patiently, philosophically—enjoying a pension from the government—the Last Horse smiles benignly over a fence.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

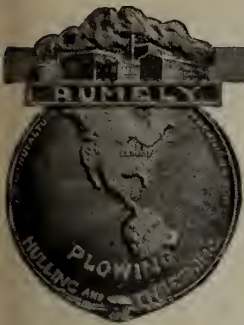
Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver B.C.


C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.



POWER FARMING MACHINERY
RUMELY LA PORTE



RUMELY POLICY

One Price To All, the policy that was originated when the first  Tractor was sold, is the ideal toward which we are working in the sale of all **Rumely** products.

Price-Cutting Eliminated

With the co-operation of the dealer, we propose to put the Power-Farming Machinery Business on a higher plane—a plane where **value**, not price, is the first consideration.

Rumely Dealers—

reliable, progressive men, who have earned the respect and the confidence of all who know them, are secured and retained through this one-price policy. We co-operate with them by a liberal use of the best advertising mediums and by keeping them well supplied with sales-making literature of all kinds. They co-operate with us by offering **Rumely** good goods, honest dealing, ample distribution facilities and universal expert and repair service to farmers everywhere.

Rumely Policy Is Right—So Are Rumely Products!

Rumely Power-Farming Machinery, known around the world, is backed by the **Rumely** reputation, building the best for fifty-nine years.

Four Big Plants:

M. RUMELY CO., La Porte, Ind.; Battle Creek, Mich.; Richmond, Ind.

CANADIAN RUMELY CO., Ltd., Toronto, Ontario,

provide ample facilities for the prompt delivery of every order we receive.

Four Famous Lines:

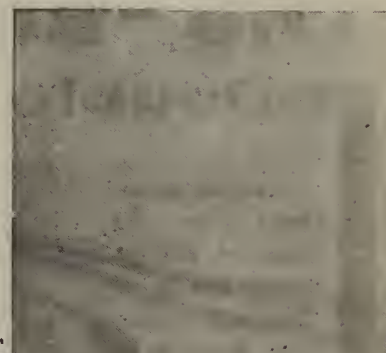
The **Rumely Line**, the **Gaar-Scott Line**, the **Advance Line**, and the **American-Abell Line**, offer a great variety of types and sizes from which to choose.

These lines provide a machine of the right kind and size for every farm-power need.

We are always glad to hear from reliable dealers.

RUMELY PRODUCTS CO.

1451 Dufferin Avenue, (Incorporated) WINNIPEG, MAN.



Fred Barz, Barnes Co., N.D.



Edmonton.

J. S. Jones, divisional manager for the International Harvester Co., spent a few days recently in this city.

James Oliver, of Hamilton, Ont., manager and vice-president of the Oliver Chilled Plow Co., and W. E. Wilson, Regina, Western sales manager, were in Edmonton during the past month, looking after the interests of their firm here.

During the latter part of March Herbert Baker, manager for the Massey Harris Co., in Alberta, visited agencies at points on the Edmonton-Calgary line, and the Lacombe branch, including Wetaskiwin, Lacombe, and Sedgewick.

W. J. McCallum, general agent of the International Harvester Co., at Edmonton, made a visit to Calgary recently.

J. A. Rowat, office manager for the Massey Harris Co., at Calgary, spent the Easter holidays in Edmonton, renewing old acquaintances.

Chas. McLeod, of Toronto, of the Experimental Staff of the Massey-Harris Co., has been in Edmonton for several days lately. Mr. McLeod has been with this company for a number of years in connection with their experimental and expert work, and possesses an intimate knowledge of the construction of the many machines which they build. The recent trip was made largely in the interests of the cream separator trade, in which line he is a specialist. During his stay in the city a number of the travelling staff

were invited to meet him, including A. M. Adams, of Hardisty, R. M. Esch, of Stettler, J. M. Strange, of Wainwright, M. G. Brown, of Lacombe, and John Stevenson and E. Carrigan, of Strathcona. Mr. McLeod expressed himself as being particularly well pleased at the results of his visit here. The next place on his itinerary was Calgary.

Considerable interest will be taken in the announcement by the Hon. Duncan Marshall, Minister of Agriculture, that the Provincial Department of Agriculture will offer three trophies for competition at the International Dry Farming Congress, to be held in Lethbridge October 21st to 26th, 1912, consisting of a silver cup, a gold medal, and a silver medal, for the best exhibit of dry farm products, including grains, grasses, roots, and vegetables, both variety and quality of exhibit to count. The competition is open to any Board of Trade or Agricultural Society in the province. Everything in the exhibit must have been grown during the year 1912.

The second annual spring horse show was held at this place on Tuesday and Wednesday, April 16th and 17th, at the Exhibition Grounds, under the auspices of the Edmonton Exhibition Association, opening at ten o'clock on Tuesday morning, under the most favorable of circumstances. The attendance, though not large, was marked by the greatest of interest and enthusiasm in the exhibits. In the neighborhood of six hundred people, gathered at the grounds in the afternoon, and the weather was all that could be de-

sired. There was a radical improvement in the exhibits shown over the preceding year, and if this continues this event will eventually create very much more than a local interest when one considers that, though this was but the second show that has been held, some of the finest specimens of horses, cattle, sheep, and swine that the three prairie provinces produce were shown. On Tuesday the light horses were judged in the ring, as well as the cattle, sheep, and swine, and on Wednesday a sale was held of bulls and a parade of stallions and bulls was enjoyed by the spectators in the afternoon.

Work is progressing favorably in connection with the arrangements in advance of the summer fair, to be held at Edmonton in August, and, while the fair of last year was a great success it is anticipated that this year's will best it in every way.

Weather conditions up to the present are ideal for the farmer, and prospects at this time of the year were never better in this part of the province. Seeding operations are well under way in most districts, and there is a bright outlook for a quick growth as the moisture is abundant.

The winter wheat is a delight to the eye, and the grass is looking better than it does a month later as a general rule. Every farmer is a busy man these days, almost too busy to talk, but, even so, the implement salesmen report good business obtained, and all are counting on a very liberal binder, mower and rake trade a little later on in the season.

Farewell to "Bob."

Representative Henry A. Barnhart, of Indiana, is the author of a touching farewell to Bob, his old family dog. The death of this pet overshadowed for a time all affairs of state in the mind of its master whose sorrow is expressed in these words of tender eulogy:

"A message from home to-day stating that old 'Bob,' deaf and decrepit, but the family pet, pride and protector for fifteen years, has died, halted interest in all else with me save memory of the past and, while he was only a fox terrier dog, no affair of state nor burst of congressional eloquence nor dream of future glory attracts my attention, and I think, and think, and think!

"You were just a dog, Bob, but you were a thoroughbred in your class, and if there ever was a faithful, alert, trustworthy, loyal, self-respecting, gentleman dog you were this illustrious 'dogal-

ity.' From the evening you came from Chicago, a plump, little puppy, to the hour of your death, you were the trusted watchman of our home, the devoted 'pal' of the children and my rollicking chum. You could do stunts like the boys on land, in air or in water. The body scars you carried to your grave were so many badges of honor, for you never showed fear and never fought a dog smaller than yourself.

"Of course, you occasionally erred in judgment, and you were not sociable with other people. But your mistakes were due to loyalty to me and mine, and I'm homesick and heartsick in sorrow because I must bid you—game and companionable old fellow—this everlasting farewell. No friend ever stood with us so firmly and unselfishly as you, and all you asked in return was to have the door opened forty or fifty times a day that you might rush out and chase roving curs away, and an occasional bone or crumb from the table.

"And so your memory shall be cherished with us as long as time lasts. Your constancy, your self-denial and your admirable activity in the every-day affairs of the youth about you, as they grew up from childhood's to man's estate, have been a help to me beyond expression, and if any fellow-citizen ever mistakenly or maliciously classes me with your kind, I hope he may compare me with you, Bob."

Driving Automobiles Fast Around Corners.

Driving your auto fast around the corner may be a good way of demonstrating how skilful a driver you are, but it is a very dangerous thing to do on city streets and most destructive of tires.

Of course the wheels skid when you drive fast around a corner, and this process grinds and scrubs off quite a lot of expensive rubber.

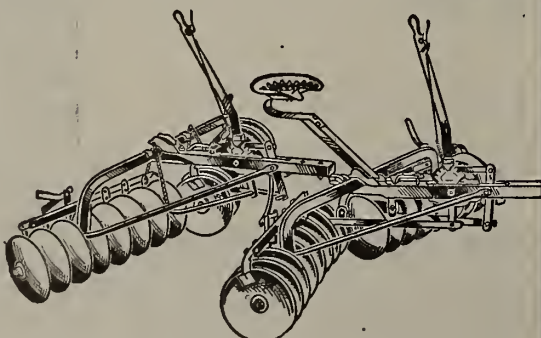
Their manufacturers say that of the percentage of tires that are brought in to them for repairs showing them to be mistreated in this way, by far the larger number are those owned by men who have employed chauffeurs rather than those who have run their own cars.

The chauffeur naturally does not have to pay for the tires, and is careless in the way he treats them.

Castles in the air are all right until we try to move them, then they are NIX.

The "Bissell" Double Action Disk

Work your ground twice with one operation with the Bissell Double Action Disk Harrow. One Harrow is In Throw, the other Out Throw, which enables you to give two cuts full width, 8ft., in one half the time. Is handled nicely with six horses.



The "Bissell" Double Action Disk Harrow is suitable for horse or engine power. By grouping four, six or more harrows together you can do double action work on a large scale.

Write Department E for further information.

Manufactured Exclusively by

T. E. BISSELL CO., Ltd., - Elora, Ont.

Write to any of John Deere Plow Co.'s Branch Houses.

Get Back and Look at It,

There is one very good reason why some implement dealers in the Canadian West are apparently always dissatisfied with the trade. It is this—they are working along lines that permit of a very limited view of business landscape, their commercial gaze seldom or never penetrates beyond the four walls of their own little warehouse, and the limitation of their business is, naturally, according to the confines of their view of the implement trade in general and in pursuit of the elusive "dollar" in particular.

Let us, from an entirely impartial standpoint, analyse this peculiar feeling of unrest that permeates so many of our otherwise estimable implement men. Let us get at the root of it, discover the microbe of the disorder. There are a number of causes from which it may emanate, among them, principally, is the inability to dispose of goods and ineffectiveness in collecting accounts. We are morally certain that these two drawbacks to the business have been instrumental in stranding many an enterprise rich in prospect.

If a line of goods proves to be "slow movers" it is up to the dealer to ascertain the reason. It may be that he has not placed their merits before the buying public in a manner that has attracted their attention. He may have made little effort to display them in a way that would bring out their strong, salient, selling features. They may be priced at figures which do not allow of favorable comparison along price lines with those of his competitor; they may be goods, which for purely local reasons, are not popular in the community.

Proper and judicious advertising is undoubtedly beneficial. The systematic, persistent description of the line through the medium of your local paper will at least bring enquiries, and it behoves the dealer to so know his goods that to accomplish the rest is easy. Loud, exaggerative advertising talk should be avoided. Intermittent advertising avails little. It is the advertisement that appears regularly in the same paper every issue, no matter what its size, that attracts the attention of the class of trade that it pays to do business with.

Display is vitally important in selling implements. It is astonishing how little attention is paid to this feature. Everywhere through the West implement stocks are to be seen in vacant lots, under scanty sheds and in dark warehouses, in various stages of as-

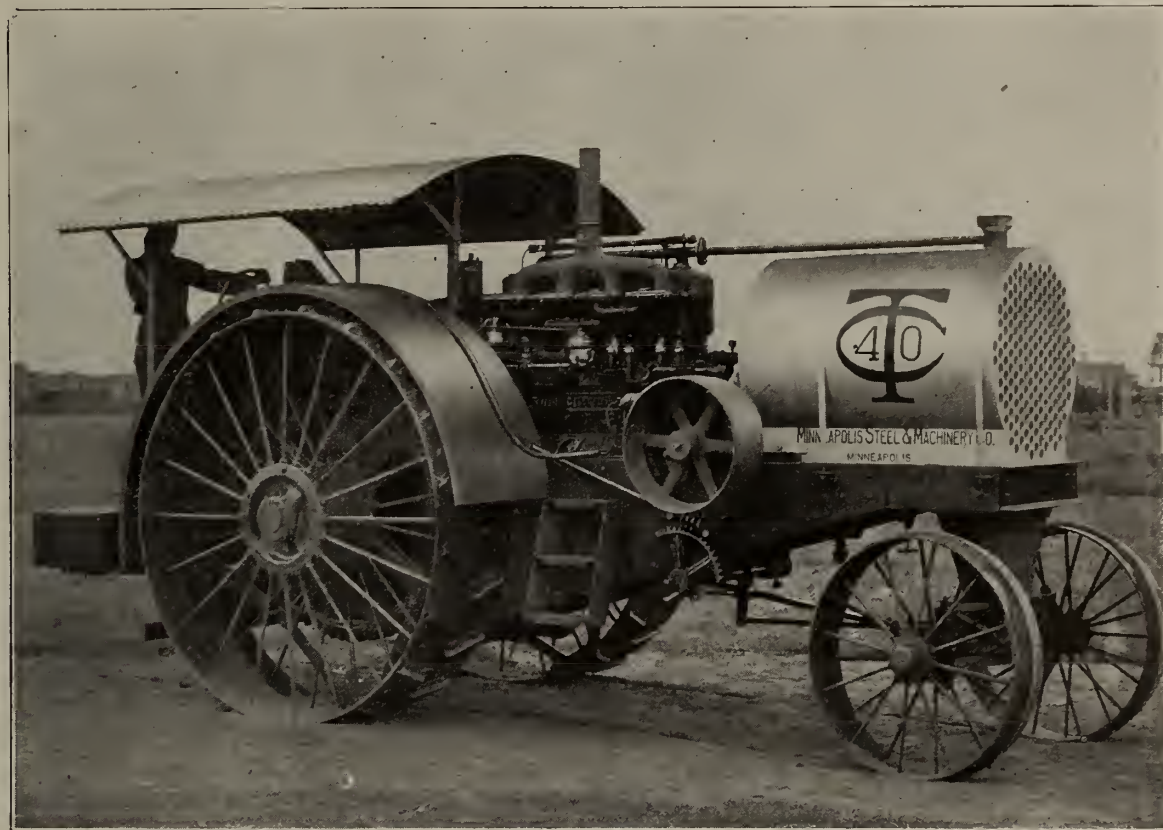
sembly, and in many cases exposed to the weather, which speedily reduces the finish to a pale lustreless appearance, and often rusts the steel and other unprotected metal parts. As a matter of fact these machines are no longer

worth the price asked when they were first received, and it is not to be expected that they will be as readily disposed of. On the other hand it is a pleasure to demonstrate a well set up and brightly lighted machine. The buyer, un-

der these conditions, will be able to convince himself regarding the adaptability of the implement to his particular needs, and thus help make the sale.

In pricing goods extreme care must be taken. If, after careful

TWIN CITY GAS TRACTORS



Twin City "40" All Steel Gas Tractor

Minneapolis Steel and Machinery Company, with its million and a quarter dollars of capital, stands ready to back up the following statements; that of all Tractors manufactured, the TWIN CITY FORTY has:

**The Strongest Frame
The Best Type of Motor
The Only Sure Oiling System
The Most Durable Transmission**

**The Most Efficient Cooling System
The Least Weight per Horse Power
The Greatest Accessibility of all its parts**

It is the smoothest running Tractor made; has the largest crank shaft per horse power of any four cylinder, five bearing machine, and the largest bearings. It is made entirely of steel throughout. Its price per horse power is little, if any, higher than the price of the ordinary cast iron machines. It is acknowledged by our competitors as the best American Tractor made. Their only criticism is that they do not see how we can make any money out of these Tractors, furnishing the high grades of material, and putting the high class of workmanship on them we do.

We ought to have one hundred Tractors on hand for the spring trade, but we have not to-day a single unsold Tractor. However, we are turning out two TWIN CITY FORTY Tractors a day, and can serve promptly those of our friends who wish a Tractor for their spring work, and who place their order now.

We invite the dealers and farmers of Canada to visit our plant, the largest manufacturing plant in the North-west, and our agency at Regina where these Tractors are in stock.

A Liberal Agency Contract is offered Canadian Dealers.

Write To-day for full particulars to

Minneapolis Steel & Machinery Co. of Canada, Ltd.

W. J. Barnard, Manager.

REGINA, SASK.

estimation of the cost of doing business, and the price that the dealer pays for the goods laid down at his warehouse, it is his opinion that his competitor is selling for less money than the goods are worth a conference should be arranged with him in order to go thoroughly into the details of selling prices. It is an assured fact that the manufacturers of the various lines have considered these points, and it should be possible in the majority of cases to arrive at similar prices.

Frequent and recurring inventions in farm necessities make the trade one of great mechanical interest. If the dealer is not in sympathy with the goods he is handling, if the mechanical comparison between the line that he is selling and that of another does not give him thought it is all too evident that he has no place in the business. A dry goods man may never be a successful seller of implements, for the simple reason that he is unlikely to be mechanical enough in his tendencies to appreciate the real advantages of the goods he is selling, whereas he may be a first class judge of dry goods, and the dry goods business may be a source of keen interest to him. Enthusiasm is impossible without a concrete knowledge of the goods handled,

and enthusiasm is an absolute necessity to any business. The inference is obvious—the dealer must, first, last, and all the time, study the business and the goods which engage his attentions.

Get back and look at your business. Are you not working too much along your own set lines, are you reading your trade paper, or have you interest enough in your vocation to band yourself together with the splendid class of implement dealers who compose the Interprovincial Retail Implement Retail Dealers' Association, and work for the betterment and protection of the trade? Do you honestly think that you can get the proper perspective of the foundation and structure of your own trade when you are so closely confined to it at all times. Distance is necessary to a proper perspective. You cannot appreciate its relative proportions at too close a proximity. You must see it through other eyes to properly estimate the progress it is making; you should remember that the association benefits its members in many ways, the knowledge of the success and failures of others is essential. Therefore in order to review your business past without regret in time to come, every condition that makes for the betterment of the trade generally, and

your personal affairs particularly, must be carefully considered and adopted.

Alfalfa in Canada.

My field of twenty acres sown to alfalfa in 1908, cut about a ton and a quarter per acre on June 15 last, says a farmer in Campbell's Scientific Farmer. Perhaps half a ton on July 20, and a trifle over half a ton on August 28. This was the first year I ever got the crop cured without rain; also the first year I could cut three times. The heavy rains in harvest spoiled the top of the stack badly, and I shall always try to put it in the barn after this, or at least cut prairie hay for topping. It is too valuable to spoil in a stack.

I had half an acre left for seed. It grew about twenty-eight inches high. The first blooms dropped off for the first ten days. After that the blossoms held and seed pods formed but the grasshoppers came in from the summer fallow adjoining and cleaned everything slick but the stalks. This piece of land is quite rich and would have given me three cuttings equal to a ton and a half.

I had on a poor and gravelly plot an acre or two that I let go to seed after the first cutting was taken off. It seeded finely but the

sheep got it while I was after a crop of rusted wheat. My flock stayed on the alfalfa, only coming off for water and shade in the heat of the day.

I find the wild sage weed works in among the alfalfa. No other weed seems to have crowded the alfalfa out, and I believe the sage is a customer, who will call again, even though he has failed, would not if the alfalfa were on good land. I sowed it on gravelly subsoil and it has done well notwithstanding.

The feeding properties of good alfalfa are wonderful, being fully up to the claims made for it. I should hate to keep stock in the winter without it. About one feed per day seems to cure all stock troubles and the horses shed hair freely at Christmas time, getting only three sheaves of oats and one feed of alfalfa per day. I never see worms.

Sheep cannot be kept just right without alfalfa. I have Shropshire ewes nine years old, with faces well covered with wool and round, full-fleshed backs and greasy fleeces, that without alfalfa would be barefaced and thin or possibly down and out. One old nannie in particular will weigh 180 pounds and a year ago went only ninety pounds. Now she

New Ideal Power Grain Grinder



This Grinder is provided with a spring, keeping plates from running together when no grain is going through.

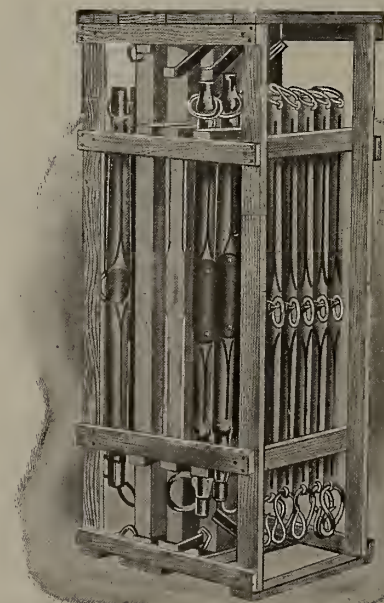
It has a perfect shake feed that meets the greatest variations in speed, yet neither clogs nor chokes.

It has a perforated zinc screen which removes all foreign matter.

It has a perfectly designed conveyor screw for handling grain.

Its whole design reveals compactness coupled with strength, having ball bearings to nullify end friction. Its driving pulley is 5 ins. x 9 ins. and has a bearing on both sides. It has a fine adjustment for coarse or fine grinding.

Heider Six Complete Painted Wagon Sets, Crated



This cut shows six sets of our Hickory painted Wagon Sets, Crated. Each complete set consists of the following:—

One Doubletree, 2x4x48 long, with wrought plates, lockpin clevis clip and stay chain ring and wood riveted at each end. Two Singletrees, 2½x36, with welded center clips with ring, malleable ferrules with steel hook. One Neckyoke, 2½x40 or 48, with center irons and malleable ferrules with steel ring. Centre clips on Singletrees are put on hot. The wood is fully seasoned Hickory.

These sets are painted red and varnished. The crate is built to fully protect the sets during transit. All orders for six Painted Sets are shipped crated. Weight of complete crate 225 lbs.

Try a Crate of the Heider Painted Wagon Sets.

John Watson Mfg. Co.
LIMITED

Cor. Chambers and Henry Streets

WINNIPEG

has a heavy fleece. Last year I sewed bran sacks on her to bring her through. Alfalfa made the difference.

For No More—No Less

Isn't it a pleasure to go into a retail establishment, a furniture store, say, and see the prices plainly written and attached to each piece of furniture, and to know that no matter how much quibbling and threatening you may do, you will have to pay that price if you get the article? Prices thus marked, in which there is no deviation, are usually reasonably marked. People generally have a wholesome respect for those firms which maintain a one-price system and feel safe in paying the prices asked, if the quality is there—and one-price concerns are usually distributors of quality goods. The men's clothing store that advertises and sells suits "\$22.50, no more, or less," is on the right track and it is reasonable to assume that the suits are worth the price advertised.

Perhaps no class of trade has more trouble in obtaining prices first asked than the retail implement dealer, says Weekly Implement Trade Journal. Although he buys at a fixed price demanded

by the jobber, yet he fails in maintaining the same principle, and the result is that farmers too often take away implements at a much less figure than first asked by the dealer. It may have taken the farmer a half-day to win the point, but the dealer has demoralized his business and, with each customer who has ever won in a battle for price, he must "give in" each succeeding time the customer makes a purchase. Of course, some dealers claim that they set the original price above what they expect to obtain in order to meet the demand of the customer and yet reserve a good profit for themselves. But if John Jones paid a little more than did George Guss for the same plow, John will have cause for complaint when he finds what George paid, and then both of them will have less confidence in you as a dealer.

Don't let it be said of you by people in your community, "I can always Jew him down." A conscientious dealer would almost as soon be called dishonest. On the other hand, advertise "one price" and acquire the reputation of selling at a reasonable price everything at one figure. For instance: Tag your vehicles, putting on each tag the specifications of the vehicle, and also the price of it,

clearly and neatly written. Many dealers find it advisable to leave off any code figures which may suggest a cost price, for a series of figures or letters unreadable by the customer may serve to confuse him and get him to wondering how much profit you are making for yourself. You can know the cost yourself by other means.

The point we desire to make, however, is have the price clearly written on the tag. Then, when a customer inquires the price of a vehicle, don't say, for example, "I'll let you have that buggy for \$85," in that tone of voice which is as much as to say that others would have to pay more for it. But stepping up with your prospective customer, hold the tag where he can see it and the figure plainly, and say firmly and with positiveness, "That buggy sells for \$85." The fact that he sees those figures plainly and that you mention the same figures readily and positively,—well, the tendency will be that the customer will not debate the question, but will automatically accept those figures as the bottom price. The minute you allow your customer to question your price you have trouble on your hands, and the less you have to say as to price and the more you can say

as to quality the safer you are. But at all events, stick to your one price, lose the particular sale if necessary—you at least have the article in your keeping which you can sell at another time, and you will have the ultimate respect and win your point. Don't be a two-price dealer, for invariably you will receive the lowest price; but mark all goods at one price and make that price insure a reasonable profit. Sell every article at one figure—no more, no less.

Co-operation vs. Competition,

The business world owes a grudge to the misguided philosopher, who in an unguarded and thoughtless moment coined the phrase, "Competition is the life of trade." This theory since it was given birth has been worked to death, and has invariably been applied in a manner in which it undoubtedly was not primarily intended.

Competition, according to Webster is defined as rivalry; rivalry as strife; strife as contention; contention as a struggle, and, unfortunately, the average business man has put the literal meaning on the word, and to the best of his ability has strictly lived

YOU ARE BEHIND THE TIMES

if you do not handle our line. Level-headed merchants have realized it, and thus they became "Ontario" dealers.

ARE YOU ONE? If not, become one. It helps you build up for permanent success, for the man who buys with BOTH SIDES OF HIS DOLLAR seeks the "ONTARIO" Agent.

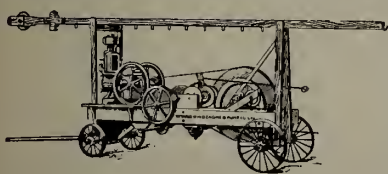
We are ready to offer you an attractive proposition of immense possibilities. Write us TO-DAY.

We are sole Agents for the "FLOUR CITY" Tractor, the famous Gold Medal Winner. YOU should handle it.

STICKNEY AND CHAPMAN GASOLINE ENGINES

No dealer can afford to pass up the increasing trade which invariably results from their sale.

"CLIMAX" WELL-DRILLING AND "DEMPSTER" BORING MACHINERY



Another splendid line. Money makers for YOU, money makers for your Customers. A contract for the Climax and Dempster Well Drilling and Boring Machinery practically gives you the control of the Well Drilling Machinery trade of your territory.

Windmills, both Power and Pumping, Aylmer and Toronto Pumps, Cylinders and Pump Supplies, Toronto Grain Grinders, Roller Crushers, Steel Saw frames and Aylmer Scales, in all styles and capacities.

We are Exhibitors on the "MADE-IN-CANADA EXHIBITION TRAIN" calling at the principal towns from May 15th. to July 3rd. Be sure and see us.

ONTARIO WIND ENGINE AND PUMP CO., LTD.
CALGARY WINNIPEG TORONTO

FLOUR CITY TRACTOR.



Built in three sizes—20, 30 and 40 h.p.

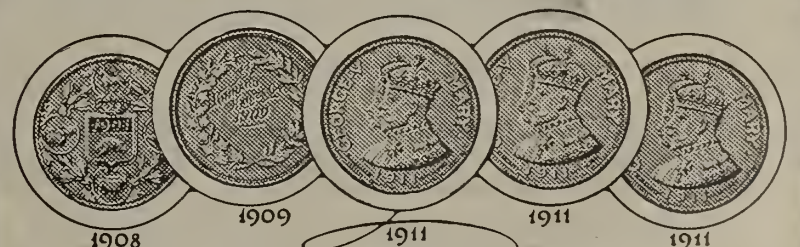
- IF** you are undecided what tractor to handle, send for our catalogue and look up the merits of the "FLOUR CITY".
- IT** has made a record for itself in the Winnipeg Contests the past four years, as well as in the hands of hundreds of farmers.
- IT** has demonstrated that the four cylinder type is superior to the single or double cylinder.
- IT** admits of the greatest power with the least weight.
- IT** is more economical in fuel than any other type.
- ITS** bevel gear transmission has proved to be the simplest and most durable of any in the field.
- IT** is one of the oldest in the field and has long since passed through the experimental stages.
- OUR** Agency proposition is liberal, and if you are open for business, we can interest you.

KINNARD-HAINES CO.,

830 44th Ave. No., Minneapolis, Minn.

ONTARIO WIND ENGINE & PUMP Co. Limited

Toronto, Winnipeg, and Calgary, Dominion Agents.



The GOLD MEDAL Winner

up to every definition and interpretation of it. In a word, he has made his relationship with his competing business man a struggle, he has contended every business difference with wordy argument, he has fought every inch for the advancement of the interests of his own affairs, and his fellow merchant has received little from him other than an all too frequent hard word and knock.

Some years ago a fierce passenger rate war was waged between two railroads operating between Chicago and the South; these roads carried hostilities to such an extent that the contending parties speedily made themselves the laughing stock of the traction world and the eventual result left both lines relatively in their original positions, only with less business, for while they were each so entirely occupied in attending to the affairs of the other, the disinterested transportation companies were quietly annexing the traffic of both, which they naturally were neglecting. In this particular instance the absurdity of "competition" was carried so far that rates were reduced to almost nothing, and the culmination was reached when one company offered passage to St. Louis for five dollars, and threw in a box of

cigars for men passengers and a pair of gloves for ladies.

Five years ago one of the oldest shipping lines on the Western Ocean unfortunately lent itself to a spite affair of this kind, and for the first time in thirty years, although the conflict lasted but three weeks, failed to pay a dividend. It was estimated at the time that at least one year's profits had been swallowed during the strife.

Even more especially is aggressive competition to be shunned in privately owned enterprises, because nobody profits but the consumer, and it is not necessary to state that the consumer is particularly unappreciative of profits so incurred. No moral effect is impressed on him; he naturally infers if prices are cut that the profits hitherto have been enormous, and hence it is difficult to regain the ground lost when difficulties are adjusted.

Note the comparison in co-operation. An old and honorable firm of financiers in an Eastern city found themselves one fine Saturday afternoon last spring, in an extremely precarious financial position. A mistaken judgment of the head of the firm, a man versed in all matters financial, had so sapped their monetary strength

that they tottered on the brink of commercial obliteration. A hurry call was sent out to the executive heads of their "competitors" to the financial powers who controlled the money market of the city, and matters were adjusted. Securities were made to ensure the prompt payment of any demands that might be made on the firm as a consequence of the rumors that prevailed regarding their solvency, and the concern is as sound as ever to-day.

As an opposite extreme, last summer there were two blacksmiths working as "competitors" in a small town in Western Canada. They were both keen after business, but adhered to their price list conscientiously. After working hours they had no hard words to say of each other, but they were not considered to be friendly. One was a hard-headed old Scotsman; the other a Swede. The Scotsman fell in with hard luck, and was taken down with a fever. After he had recovered, the Swede, his "competitor," called on him at his shop, handed him an itemized statement of the work he had done for the Scotsman's customers, and after deducting the price of the material he had so used, and a percentage for the time occupied in doing the work, he handed the surprised Scotsman the balance, which was a very substantial amount.

Competition is destructive, co-operation is constructive; and co-operation is becoming more and more the factor that goes to make success for the implement dealer something tangible—the fruit that is within easy reach. It is important from every point of view. Aggressive competition will not avail anything when it comes to the time not far

distant, when implement dealers, collectively and individually, begin to feel the effects of the determined endeavors of mail order houses and direct sellers, such as are now being made, to sell to the consumer through other channels than the local dealer. Then will co-operation be given the credit and praise that is its due, if not before.

The Welcome Hand.

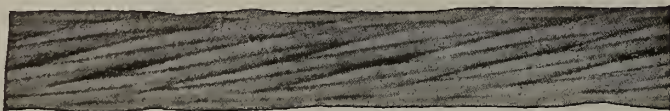
There's a man in the world who is never turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town
Or out where the farmers make hay.
He's greeted with pleasure on deserts of sand
And deep in the aisles of the woods;
Wherever he goes there's the welcoming hand,
He's the Man Who Delivers the Goods.

The failures of life sit around and complain;
The gods haven't treated them right;
They've lost their umbrellas wherever there's rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's the man who is greeted with love-lighted eyes—
He's the Man Who Delivers the Goods.

One fellow is lazy, and watches the clock,
And waits for the whistle to blow;
And one has a hammer with which he will knock,
And one tells a story of woe;
And one, if requested to travel a mile,
Will measure the perches and roods;
But one does his stunt with a whistle or smile—
He's the Man Who Delivers the Goods.

One man is afraid that he'll labor too hard,
The world isn't yearning for such;
And one man is ever alert on his guard,
Lest he put in a minute too much;
And one has a grouch or a temper that's bad,
And one is a creature of moods;
So it's Hey! for the joyous and rollicking lad—
For the One Who Delivers the Goods.
—Walt Mason in Harvester World.

Townsley's Lightning Arrester System



PURE COPPER COIL CENTRE CABLE, No. 1.
Made of 28 No. 17 B. and O. Wires

The tremendous increase in property destruction yearly and the consequent heavy life and monetary losses, have entailed the fullest investigation and research of scientific men along the lines of protection from Nature's most ruthless element,—lightning

The Townsley System of copper cable lightning arresters is conceded by fire commissioners and insurance companies to be an absolute protection.



MADE OF PURE COPPER WIRE, No. II.
Soft Drawn. $\frac{3}{8}$ inch. 30 Wires

We Want Dealers in All Unallotted Territory

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main St. O. W. TOWNSLEY Manager Winnipeg, Man.

STEEL SOCKET SHAFT ENDS

For Repairing Broken Buggy and Surrey Shafts.
QUICK. INEXPENSIVE. RELIABLE.

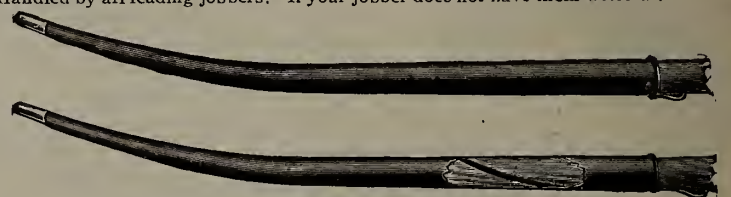
The Splice Joint Steel Socket Shaft End offers the easiest and most satisfactory method for repairing broken buggy and surrey shafts.

They are made of a double re-enforced steel tube, the inner tube being pressed and crimped into the outer. A beveled hickory filler is inserted after the tube has been thoroughly enameled inside and outside.

The black enamel finish resembles patent leather and as the tube is nickel tipped it makes a neat as well as a substantial repair job. The Splice Joint where the woods meet adds great strength, guarantees against breaking where repaired, and prevents the shaft end working loose and rattling.

These shaft ends are made in two sizes: Buggy 29-inches long, Surrey 29-inches long. We can also furnish Pole-Ends of the same general construction in three sizes, size A 1½-in., B 1¼-in., C 2-in.

Our Shaft Ends are the only reliable type and are fully covered by patents. Handled by all leading jobbers. If your jobber does not have them write us.



CUT SHOWING SPLICE JOINT.

Shipments made from our Branch Factory at WINDSOR, ONTARIO.
Address all correspondence to—

STEEL SOCKET SHAFT END CO.,
CLEVELAND, O., U.S.A.

Engine Gang Plow Competition.

Canadian Industrial Exhibition at Winnipeg, July 10th to 20th, 1912. Open to the World.

RULES AND CONDITIONS.

The following rules and conditions will be strictly adhered to:—

The entries shall be classified as follows:

Class 77, Sec. (a)—Engine Plow with six bottoms and under.

Sec. (b)—Engine Plow with over six bottoms.

Prizes in each class shall consist of:
First PrizeGold Medal
Second PrizeSilver Medal
Third PrizeBronze Medal

In all classes where there is no competition a diploma of award only may be given, upon which will be set forth, together with the number of points scored, that it was the only entry in the class.

ENTRIES.

2. All entries must be made on or before June 28th, 1912 and must be made on the official entry form, with all data filled in accurately and accompanied with an entry fee of \$25.00 for each entry.

3. All entries must be accompanied by an affidavit that the information therein is true and that the plow in question is from regular stock, not being built specially for competition.

4. Each entry shall be allotted an official number, which shall be displayed during the competition.

5. Any firm or individual shall not enter more than one plow in each class, unless the plows be radically different in construction.

6. Should the Judges find the entry data inaccurate in any particular they may, at their discretion, rule the plow out of the contest. Competitors shall state at time of making entry the number of bottoms with width of furrow they purpose using in plowing test, so that ground may be surveyed in good time.

CONDITIONS.

7. Each competitor must have sufficient staff for the care and running of his own entry.

8. One man only, except observers, will be allowed to each plow during the test. No other person to be allowed on or close to the plow except the official Judges and observers.

9. The names of the operators to be furnished the Judges at commencement of test.

10. Each contestant must make provision for an engine to pull his plow or plows. He must also arrange for a recording dynamometer with sufficient charts so that at least one continuous chart can be taken for one full round. All dynamometers and other instruments must be deposited with the Judges not later than July 3rd, so that they may be officially calibrated, and shall remain in their possession until all tests are completed.

TESTS.

11. The plowing test shall consist of one round of the plowing field or longer if deemed necessary by the Judges. The contestants may use any kind of engine they wish. The depth of plowing to be uniform, and as directed by the Judges. Each plow must cut full width. A recording dynamometer will be placed between the engine and the plow, which will accurately record the pull.

12. In connection with the plowing test the quality of plowing, which is to be judged by prominent agriculturists, shall have special reference to: Evenness of depth of furrow, uniformity of thickness of the furrow slice, straightness of furrow, finish at the ends. In connection with evenness of the depth of furrow, the exact depth prescribed by the Judges must be maintained throughout the test; the number of furrows opened at the commencement must be carried through to the end of the test.

SCORE.

The following are the points upon which the awards will be made:—

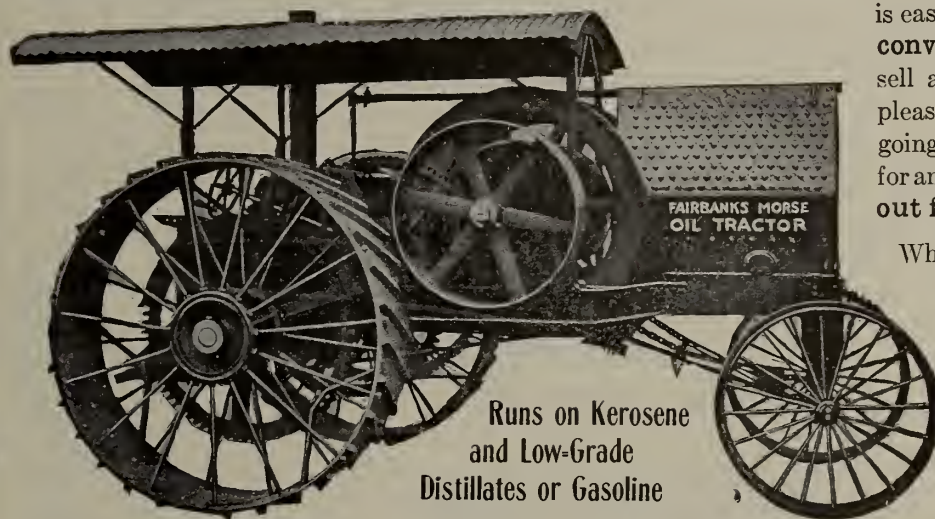
1. Draft	40
2. Evenness of depth of furrow...	15
3. Lay of furrow slices	10
4. Evenness of cut of inside plow, and of thickness of furrow slice	10
5. Ease of adjustment and manipulation of plows	10
6. In and out at ends	5
7. Straightness of furrow.....	5
8. Stops attributable to plow	5

100

ARTHUR C. FRITH,
Engineer in Charge.

A. W. BELL,
Manager, Winnipeg, Man.

Turning "Prospects" into Purchasers



Runs on Kerosene
and Low-Grade
Distillates or Gasoline

is easy enough if your goods convince. Besides, if you sell a man an article that pleases him greatly, you are going to get the next order for anything he wants, without fail.

When a customer of yours buys a tractor the investment looks pretty big to him. Probably he's half afraid to decide. It's to just such a man that you can strongly recommend the

FAIRBANKS-MORSE OIL TRACTOR

It will do for him all that he hoped for, and will make him glad he came to you. Our Oil Tractor is made to uphold our name for quality of output, and you'll find that the same quality runs right through our line, from the smallest article to the largest.

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

If you are open to make a contract to handle our line, write us. Remember this, that
"The dealer who handles the CANADIAN FAIRBANKS-MORSE line, gets compliments instead of complaints."

The Canadian Fairbanks-Morse Co.

WINNIPEG SASKATOON CALGARY LIMITED
Montreal St. John Ottawa Toronto Vancouver Victoria

A NEW CREATION WEBSTER'S NEW INTERNATIONAL DICTIONARY

THE MERRIAM WEBSTER
The Only New unabridged dictionary in many years.

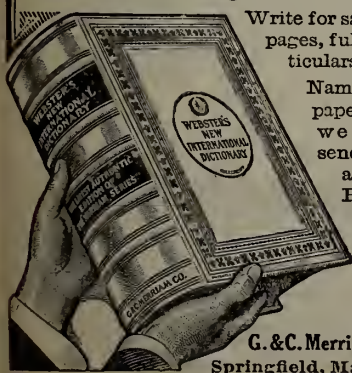
Contains the pith and essence of an authoritative library. Covers every field of knowledge. An Encyclopedia in a single book.

The Only Dictionary with the New Divided Page.

400,000 Words. 2700 Pages. 6000 Illustrations. Cost nearly half a million dollars.

Let us tell you about this most remarkable single volume.

Write for sample pages, full particulars, etc. Name this paper and we will send free a set of Pocket Maps



G. & C. Merriam Co.
Springfield, Mass.

Making Opportunities for Trade.

"Circumstances!" exclaimed Napoleon scornfully. "I make circumstances."

And that is what the retail implement dealer has to do nowadays in order to develop his business to the fullest possible limits. Even when the retailer is figuratively bound on an isle of Elba, restricted by trade limits that have been born of precedent, he must be continually on the look out to carry the fight into the ranks of the opposition. That the modern implement house will succeed in this policy is established because it makes its own circumstances, says G. D. Crain, Jr., in an article to the Implement Age recently. Every dealer knows the manifold objections offered by a customer to the

chances of a deal for a new sort of farm tool. Only the fact that the farmer of the present is a progressive individual, open to conviction, saves the day.

Otherwise the entrance of improved implements would be very laborious. The thousand and one excuses which buyers may bring up to fend off energetic salesmen would all be effective if it were not for the prevalence of farmer logicians. Modern agriculturalists have reached the point where they are ready and willing to listen to selling argument if presented in the right fashion, and based upon the correct points—and business proceeds readily from these points because of the essential values of up-to-date farm implements, as compared with more antiquated types.

It is the experience of "live wires" in the retail implement trade that ninety per cent of a prospect's argument against buying may easily be converted into logical proof that we should buy. This is what might be termed an advance into the enemy's country, in military parlance. The only

reason which may be taken as final in the refusal of an offer for new agricultural machinery is absolute lack of available money on the part of the prospect. In that case the dealer simply has to wait for the following season to improve matters.

This viewpoint of the retail trade is in direct contrast to what it used to be. It demands that the old policy of "waiting for business" be shelved for good and all. The laborious introduction of a new line is eliminated by it, and the merchant finds that the latest additions to his stock sell more rapidly and satisfactorily than the staples which are of constant sales volume, and which have their defined seasons.

Probably the most vital point of contact between the salesman and prospect in making a sale is that of economy. The purchaser thinks that he can't afford the innovation and the dealer knows that he can. In such a case it is up to the seller to go after the facts and figures which compose the buyer's argument, and then balance his own data against them to prove the value of new tools of an improved nature as compared with equipment and methods which incline toward the primitive. The retailer must have an accurate knowledge of farm wages in his territory, fertilizer costs, prevailing prices for various agricultural products, and dozens of other details which go to make up the conviction-carrying selling argument.

The question of utility also figures prominently in the relations of buyer and seller. The advocate of manual labor on the farm is apt to be of fixed temperament, "set in his ways." He thinks that old-fashioned methods of doing things by hand are the most thorough. The chances are that the only way in which he can

be stirred from this belief is through proof of an actual saving in money through the use of machinery.

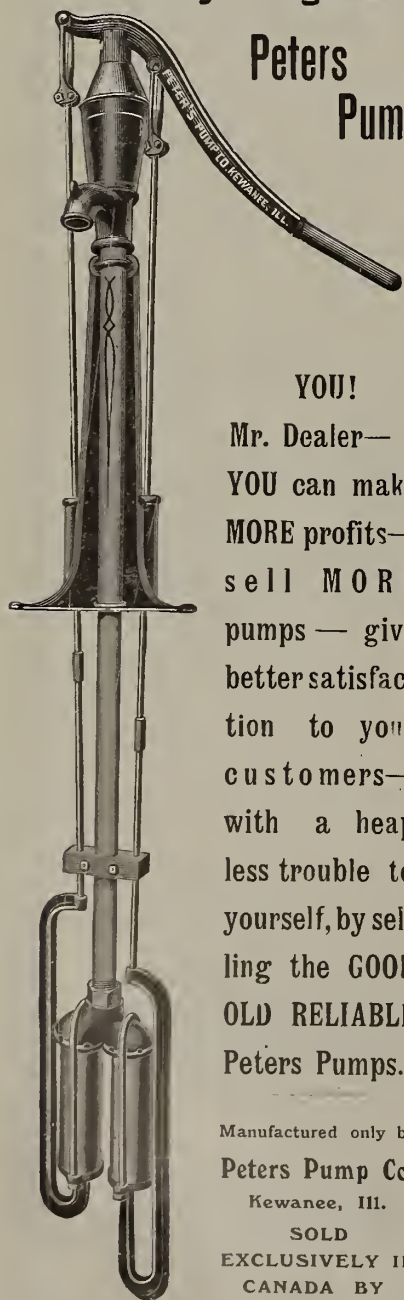
In proving this economy the dealer has to go into the enemy's country again. He must know how much work can be performed in a given space of time by the average farm laborer, and what the defects of such manual labor are. Then he is prepared to bring out by comparison the advantages of his own tools, their greater capacity and efficiency.

With wages for farm hands ranging from thirty to forty dollars per month, the employer of such labor devotes almost as much attention to system as the big manufacturer. He wants to departmentalize the duties of his employes so that every man will produce the best that is in him in the execution of absolutely essential work about the farm. When the hands have a score of minor duties to attend to, the salesman may point out their general efficiency in handling more important tasks is bound to slump, not to speak of the time required for the odd jobs. Every minor consideration that is taken care of mechanically by the up-to-date agriculturist means just that much more substance for his bank account.

In the South, just at present, a big campaign is progressing to educate farmers to an appreciation of manure as fertilizer. Practically every wide-awake agriculturist is alive to the possibilities of various hydrates and carbonates demanded by the soil, diversification of crops, and so forth, but it is a peculiar fact that below the Mason and Dixon line very little attention is paid to manure, one of the finest of natural fertilizers.

Southern implement retailers are bent on selling manure spreaders, and consequently they are urging conservation of all native fertilizer by the farmers. The saving through the use of the natural product, instead of the more expensive fertilizer preparations, is pointed out. A conclusive argument in spreader business is found in the greater efficiency of the machine over the horse-and-wagon method. The average manure spreader is guaranteed to spread pulverized fertilizer for a width of seven feet as it is driven along, while the man

The Only Original Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the
Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,
Factories: ST. LOUIS, NEW YORK.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Dowagiac Drills & Seeders
Are the Leaders
REASONS WHY
ASK US NOW
DOWAGIAC MANUFACTURING CO. DOWAGIAC, MICH.

with the wagon load of manure dumps a pile, non-pulverized, here and there throughout the field, and does not secure one-third the benefit he would by using a spreader.

Not long ago a progressive implement retailer found a splendid point in conversation with his feed merchant. He ordered a couple of bales of number one timothy for his delivery outfit, and was told that the best grade of timothy cost either twenty-three or twenty-six dollars per ton. He couldn't see how such a divergence of price could exist in absolutely first-class stock, so he asked the merchant about it.

"Well, it's this way," he was told. "That twenty-three dollar hay was handled a little carelessly by its producer, and it's not cured as well as twenty-six dollar stuff."

When a difference of treatment of hay in the field made a difference of three dollars per ton in the market price, the rest was easy for the implement man. The retailer who discovered this feature of the hay market, and who lost no time in advertising his patrons of the difference in baled hay, has sold more hay tools than any other man in his section of the state.

Selling agricultural implements on this basis is essentially practical. It simply involves looking at the question from the farmer's side. The testimony of scores of successful retailers throughout the country is that selling talk must be based as much upon the demands and objections of the prospective purchaser as upon the actual values which the dealer knows that a new line of implements represents.

A Drastic Advertising Test.

A man named Gonzales was arraigned the other day before Judge Scully, of Chicago, who seems to be something of a Solomon in his way.

Gonzales was charged with making and marketing a hair tonic; or, at least, which does not justify in practice the glowing claims which its manufacturer makes for it.

The complainant, a young woman, said that she had invested some money in Gonzales' tonic, but that it was no good—it wouldn't grow hair, and Gonzales couldn't prove it.

Judge Scully, after listening to the testimony, sentenced Gonzales to grow hair on the pate of a bald-headed policeman, placed him under bonds, and gave him a year in which to produce results.

This seems like an excellent idea. We commend it highly to the Vigilance Committee of the

Associated Advertising Clubs of America. If an advertiser claims that his product will grow hair, invoke the courts to make him produce the hair. If he claims that his goods will make a man grow tall, or thin, or fat, let him prove it on a suitable subject selected by the court. Whatever qualities or merits he may allege in his advertising could in this way be accurately checked up. Judge Scully seems to have invented or happily hit upon a method of making advertisers tell the truth which would be both conclusive and satisfactory to the public.—Advertising and Selling.

Narrow-Gauge Business Men.

"I remember hearing a sermon once," said the implement dealer, as he lighted the perfecto the traveller had handed him, "about narrow-gauge Christians, and to tell the truth it went right over my head, didn't get me at all till this afternoon. I had a little dispute with Wilson, my opposition in the business (this, of course, is confidential), about our prices on discs, and it convinced me that I have been at best but a narrow-gauge dealer and business man, all the time knowing it.

I once took a trip to Australia, and we went ashore at Pinkinba, which is a small place about eight or ten miles from Brisbane, in Queensland, where some of the larger boats tie up rather than navigate the river to the capital. We had been over twenty days aboard, and with some shipmates I went ashore in order to put in a few hours seeing the city. We all went over to a pretty little station near the docks, and waited for a train to take us up to Brisbane. We were ahead of time, but



Who Can Beat This?

I Furnish Both Rod and Customer

YOU Make the Profit on Shinn Lightning Rods

I have a plan for selling Shinn Lightning Rods that has never been used before. This plan we tried out and it works fine. Now I want to tell you about it so you can share the big profits I make for Shinn dealers.

My selling plan is so full of stunts and schemes that your customers keep watching to see what will break next. Here is something entirely different from peddling rods over the country. I bring the customers to you. This sounds strong, but when you get the full details of my Big New Idea you'll see that I am right. You'll see why every Shinn dealer makes money—why **you** can make big profits selling these rods.

A Newer, Better, More Logical Method of Selling. A Money-Making Way for Canadian Dealers

The Canadian property owner needs lightning rods. The only reason he hasn't bought them is that he hasn't been asked in the right way. Too much peddling and too little salesmanship.

After deep study I hit on the "Big New Idea." It took like wildfire and dealers everywhere are using my plan to double and even treble their business. You can do the same. It works automatically.

Cost you nothing and takes no time from your regular business.

My Big New Idea in Lightning rod salesmanship is bound to make you money, because it is founded on sound business principles. A proved plan. No dealer who has ever tried the Shinn way is willing to go back to the old fashioned method of selling lightning rods.

Here Are Some of the Stunts—See for Yourself— A Successful Selling Plan at Last

Provincial Inspectors—a bang-up new feature. \$75,000 bond—free bond to your customers—instructions on installation—copy limited—edition book on salesmanship—big farm paper ads—handsomest lightning rod catalog ever issued—new and striking circulars—free local advertising. These are only a few features of my plan. You need to know the full story to do it justice. Get the complete details.

Send the Coupon—Get My Gold Nugget Book

The booklet that explains my wonderful proposition and shows you why Shinn Lightning Rods will prove a gold mine for you. This book has been the stepping stone to profit for many dealers. It opens their eyes to a remarkable opportunity right at their door. It can and will do the same for you. A gold mine at your door. A pocketbook at your feet. An opportunity ready to hand. The Shinn agency with the Shinn Big New Idea of co-operation spells More Money for you. Get it. Write for the Gold Nugget book. Send the coupon.

W. C. Shinn, Lincoln, Neb. U.S.A.
Without obligating me, you may send me your "Gold Nugget" book explaining Shinn lightning rod.

Name.....
St. and No.
P.O.
Province

Signing the coupon obligates you to nothing but will bring you a book that is worth dollars to you. Write for the "Big New Idea."

Send
This
Coupon

Profit
To You

W.C. Shinn, Lincoln, Neb.

at last the train arrived, and we hurried over to board it; it was hauled by a tiny engine that should have been used in a park for hauling a children's pleasure train, mostly whistle and bell, and a big smoke stack. We had to be careful in stepping in one side of the car that we didn't fall out the opposite---there was just room for three of us to crowd in the seat.

Pretty soon she started, after whistling several times, and as promptly stopped again, the engineer had exhausted the steam in blowing the whistle. After he had steamed up a bit, we made a fresh start, and whizzed along at the alarming rate of five miles an hour until it was necessary to pass a cross road, on a grade. The engineer blew the whistle, and the train stalled within a hundred feet. It took us just one hour to do the eight miles.

Now in lots of ways I can see that I have been running on a narrow-gauge track. Wilson showed it to me this afternoon. I guess I have been nearly all whistle, too much noise and too little steam. I am now convinced that every time a man stops to roar about the drawbacks there are in the implement business he stalls his own game. The more attention he pays to his competitors' affairs the less he knows about his own. It is the little things in business that make a man narrow-gauge. No man ever became small in dealing with big propositions, and I am convinced that all the big trouble and dissention in the trade has been caused by little trivial matters that most women would consider beneath their dignity to discuss at a tea party.

From now on it will be a safe bet that I will leave the other

man's business for him to conduct---my own will keep me busy enough."

The Sinking of the "Petropavlovsk."

Much of the slaughter that marked the siege of Port Arthur centered about the capture of what was known as 203-meter hill. The Japanese wanted that eminence, not to plant guns on it, but to observe the position of the Russian warships anchored in Port Arthur harbor. Before the capture of the hill the Japanese fired into the town and the harbor with an alarming and puzzling accuracy, although the gunners never saw their target.

After a time the Russians discovered that a Chinese fisherman was particularly fond of a certain spot in the harbor. They watched him. If a shot fell beyond a particular ship he moved his boat in a corresponding direction. If a shot fell to the left, the simple Chinese found the fishing better in that direction. Apparently he had no mission in the world except to find the best fishing ground. Finally, it dawned upon the Russians that his movements could be observed by Japanese field glasses. Fishing in the harbor was prohibited, and the Japanese fire went wide.

After a time the shots began hitting their marks with the former accuracy. The Russians looked for Chinamen. They found one. He liked to wade into the shallow water, apparently looking for crabs. He had a white bucket and a black one. If a shot fell short or went beyond the mark the white bucket moved in sympathy. If it went to the right or left the black bucket was affected

only. If a hit was made the buckets came together.

Possibly it was by using the simple Chinese that the Japanese succeeded in mining the entrance to Port Arthur harbor. On April 13th, 1904, Admiral Makaroff came out at the head of his fleet, his pennant flying from the "Petropavlovsk." The flagship struck a cable that connected three floating mines. One mine swung to port, two to starboard. In a few minutes Makaroff and his ship went down. The fleet turned and fled into port.

Two months later the Scientific American received an official letter from St. Petersburg. It ran:

"It will no longer be necessary to send the Scientific American to the officers of the wardroom mess of His Imperial Majesty's battleship 'Petropavlovsk.'"

Observation Cars for C. P. R.

The Canadian Pacific has ordered from the Nesseldorfer car factory in Austria, 10 observation cars, which, according to a special agreement with the Austrian Government railroads, will be put in the service of the Government railroads in Austria.

The published reports say that these cars will be of the most modern construction, equipped with all conveniences for the comfort of the passengers, being much more elaborate than any cars now in use in Austria. This initial order for 10 cars is only the beginning of a great scheme planned by the C. P. R. to induce American tourists to visit Austria. For years past the authorities here have been aware of the fact that comparatively few American tourists visit Austria, while thousands visit Switzerland, France,

England, and Germany, as well as the cities of Italy. It is claimed that American travel to other European countries is largely the result of successful advertising and conveniences provided for the tourists while traveling and while at hotels. It is claimed that the scenery in the Austrian Alps and elsewhere in the Empire is equal to that of any other country, to say nothing of the historic points of interest in Austrian cities, such as Budapest, Vienna, and Prague.

It is said that the C.P.R. contemplates issuing tickets which will enable tourists from Canada to make the entire journey on steamers and railway cars belonging to that company and advertisements will be placed in the Austrian railway cars, advertising the beauties of Canadian scenery and the comfort of Canadian trains. It is understood that Canadian roads have no monopoly of this privilege.

Being an Editor.

Most anyone can be an editor. All the editor has to do is to sit at a desk six days out of the week, four weeks out of the month, and twelve months out of the year, and "edit" such stuff as this:

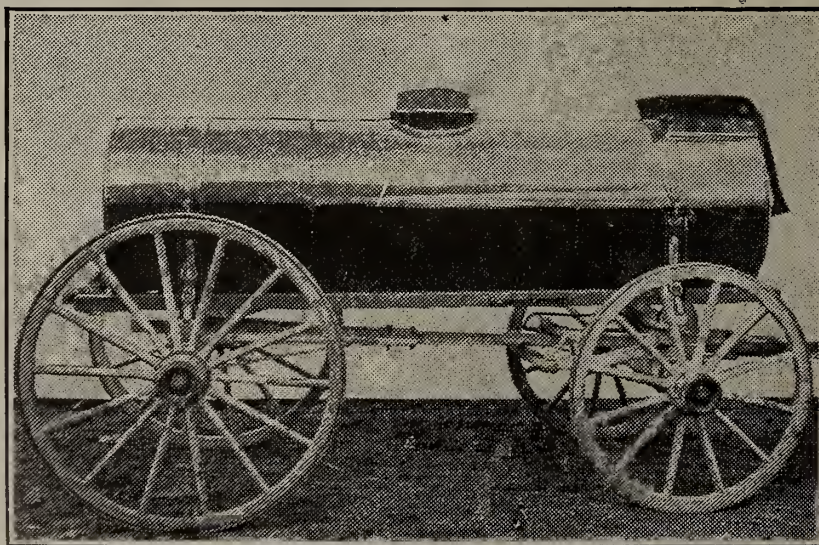
Mrs. Jones, of Cactus Creek, let a can opener slip last week and cut herself in the pantry.

A mischievous lad of Piketown threw a stone and stuck Mrs. Pike in the alley Tuesday.

Mr. Fong, while harnessing a broncho last Saturday was kicked just south of the corn crib.

While Harold Green was escorting Miss Violet Wise from a church social last Saturday night, a savage dog attacked them and bit Mr. Green several times on the public square.

**Western
Standard**
Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg



The distance from the edge of the furrow to the center of the hitch must be the same on all plows, consequently on plows that do not have landed beams, the hitch must be outside the rear beam. The arrows show the direction that the pulling strain takes. The rear beam is pulled and the front one pushed. Suppose the front plow bottom should strike a buried stump. It is easy to see that the front beam would become a pry around which the horses would pull the rear beam. It is to prevent such troubles as this that the Oliver plow beams are landed

Make these Points clear —to your Patrons—

The center draft feature of Oliver Plows means easier work for horses, more and better plowing, and longer life for the plow. Study the following illustrations and see how clearly they bring out these three important points.

Easier work for the horses, because with the Oliver hitch four large horses abreast all walk on unplowed ground, distributing the work evenly among the four.

More plowing, because the work being lighter, the horses can draw the plow through more ground each day.

Better plowing, because the pull is evenly divided between the two beams and there is no side or pushing strain to throw the plows out of adjustment.

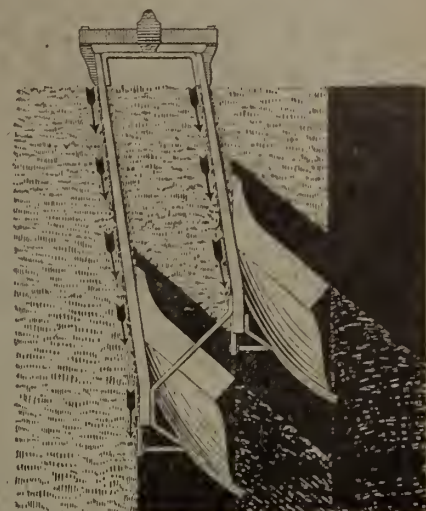


Diagram showing landing of the Oliver No. 1 Gang Beams. Observe that the hitch between the beams imparts an equal pulling strain to each. The pulling strain takes the direction indicated by the arrows, doing away with side strain on the beams.

Longer life for the plow, with less time spent in making adjustments, because there is an even pull on both beams and no tendency to strain, bend or loosen the cross braces, thus throwing the plow out of adjustment.

All these points are important because they prove the economy of buying Oliver plows. A farmer who has these points made clear to him is a sure customer for an Oliver because he cannot find them duplicated in any other plow.

For further reasons why you should know and sell Oliver plows, both tractor and horse drawn, write the nearest branch house.

WESTERN CANADIAN BRANCHES

International Harvester Company of America

(INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

Field-Proved I H C Tractors

THE men who designed I H C tractors were practical farmers, as well as engine builders. Knowing field difficulties, they designed their tractors to overcome those difficulties. They protected the mechanism from dust, dirt and grit. They made their engines simple, easy to understand and manage. They cut out rapidly moving parts to increase durability. They planned for strength, but avoided all unnecessary weight. They placed dependability above appearance and draw bar pull above theories of construction. They worked for fuel economy. The result is the



I H C Kerosene-Gasoline Tractor

—a field-proved machine which does its work at the right time and with the least expense, a machine upon which a farmer can depend for plowing, disking, seeding, harrowing, harvesting, threshing, baling hay, ditching, road making, pumping, sawing—a many sided machine which saves money wherever it is used.

I H C tractors are made in styles and sizes (12 to 45-H. P.) to meet the needs of large and small farms. I H C general purpose engines for farm, shop and mill are made in every style and in all sizes from 1 to 50-H. P.

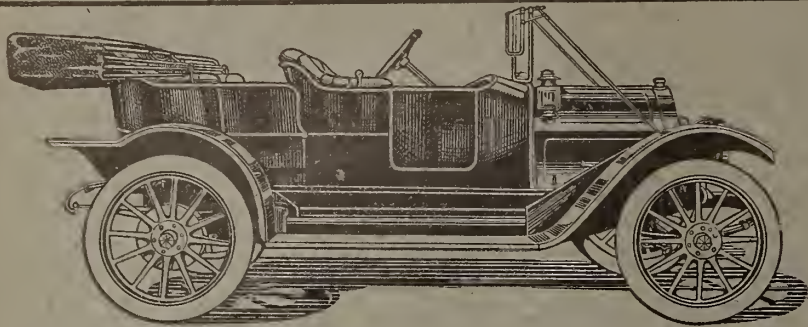
These are the tractors and engines it pays best for dealers to advertise and sell. For full information about the profits in I H C tractors and engines write nearest branch house.

WESTERN CANADIAN BRANCHES

International Harvester Company of America

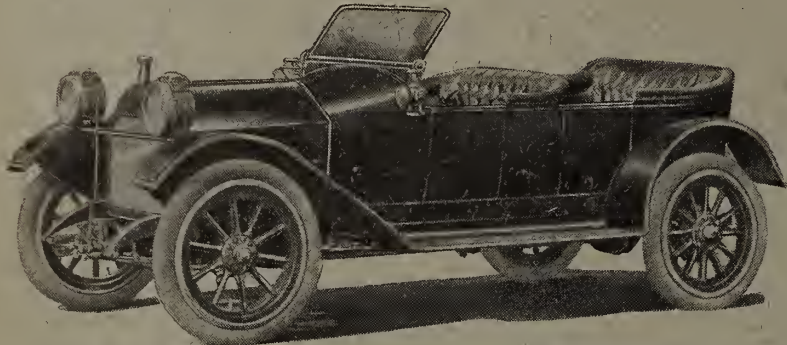
(INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Reo Special \$1,575 F.O.B. Winnipeg

Equipment; Bosch magneto, top, glass front, Prestolite tank, full set of lamps, speedometer, demountable rims, 34 x 4 inch tires, electric horn, robe rail and foot-rest.



Hupmobile "32" \$1,150. F.O.B. Winnipeg

Equipment: Glass front, top, full set of lamps, generator, etc. The highest powered and smoothest running small car in the world.

Write us for our 1912 Agency Proposition.

JOSEPH MAW & CO. LIMITED,

WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED,

GENERAL AGENTS:

Winnipeg, Man.

Regina, Sask.

Edmonton, Alta.

Brandon, Man.

Saskatoon, Sask.

Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE,

HAIL INSURANCE

Written under Policies free from harassing conditions.]

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

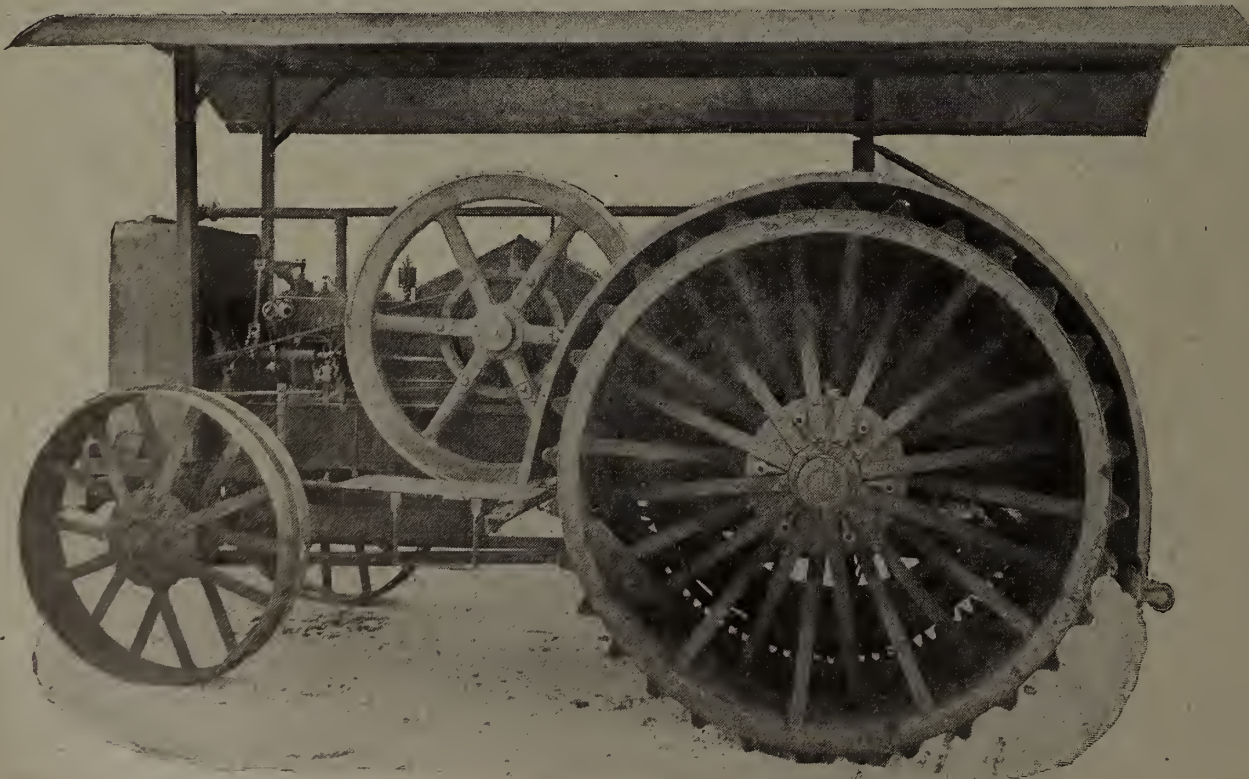
That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

DEALERS: Get our Proposition!



Our 1912 Model Tractor is right up-to-date. We are not selling any last year's tractors, but are building a new machine that shows several important improvements over the 1911 model.

When you sell a man an "IDEAL," therefore, you sell him a strictly modern tractor.

Our advertising all over the West is "pulling fine." Enquiries are coming in steadily.

You write us for our offer to dealers and be the man in your district to handle our fine line.

We Make:

! "Ideal" Gasoline Tractors,
"Ideal" Hopper Cooled Gasoline Engines,
"Maple Leaf" Grain Grinder
Windmills and Pumps of every description,
Wood Sawing Outfits,
etc., etc.

Goold, Shapley & Muir Co., Ltd.

Brantford

WINNIPEG

Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 6.

WINNIPEG, CANADA, JUNE, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865.
HEAD OFFICE—QUEBEC.

PAID-UP CAPITAL - \$4,951,000
RESERVE AND UNDIVIDED PROFITS - \$3,500,000
TOTAL ASSETS (OVER) - \$58,000,000

BOARD OF DIRECTORS

Hon. John Sharples, President. William Price, Esq., Vice-President.
W. R. Allan, Esq. R. T. Riley, Esq. E. J. Hale, Esq.
Geo. H. Thomson, Esq. Wm. Shaw, Esq. E. L. Drewry, Esq.
John Galt, Esq. M. Bull, Esq. F. E. Kenaston, Esq.
G. P. Reid, Esq. E. E. A. Duvernet, Esq. S. Barker, Esq. S. Haas, Esq.

G. H. Balfour, General Manager.
H. B. Shaw, Assistant General Manager.
J. W. Hamilton, Superintendent Eastern Branches, Toronto.
J. G. Billett, Chief Inspector and Manager Foreign Department, Quebec.
J. B. Waddell, Inspector, Toronto.
H. Veasey, Chief Accountant.
F. W. S. Crispo, Superintendent Western Branches, Winnipeg.
F. W. Smith, Superintendent Manitoba Branches, Winnipeg.
P. Vibert, Superintendent Alberta Branches, Winnipeg.
J. S. Hiam, Superintendent Saskatchewan Branches, Winnipeg.
T. McCaffry, Superintendent British Columbia Branches, Vancouver.

Union Bank Building, Winnipeg.

F. J. Boulton, Asst. Inspector, Manitoba Branches, Winnipeg. O. F. Seeber, Asst. Inspector, Saskatchewan Branches, Saskatoon.
R. H. Baird, Asst. Inspector, Alberta Branches, Calgary.
This Bank, having over 250 Branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of all Banking Business in these Provinces. Collections and correspondence are invited.
The Bank has Agents and Correspondents in all Cities of importance throughout Canada, the United States, the United Kingdom, the Continent of Europe, and the British Colonies.
51 Threadneedle Street, London, E.C. F. W. Ashe, Manager. G. M. C. Hart Smith, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M7



Buy Brains and Honesty

Loam is loam and clay is clay, but there is vast difference in the values of adjoining farms caused by the men who work them. Iron is iron and steel is steel, but the difference between gasoline engines produced of iron and steel is caused by the brains and honesty of the maker. This is why Stickney Gasoline Engine gives universal satisfaction.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs

Sell On Their Merits

Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleighs for One or Two Horses.

All Styles of Heider Eveners.

John Watson Mfg. Co.
LIMITED

WINNIPEG

Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.
Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

WILL CUT AND DELIVER
HAY AND STRAW—OUR

B.9 BLOWER CUTTER

FOURTEEN inch mouth.
THREE Knives
CARRIER Feed-table.
Simple Construction.

It Does the Work

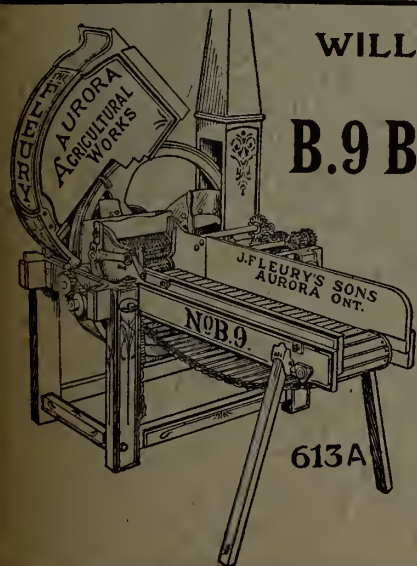
MODERATE IN PRICE

JOHN DEERE PLOW CO. LTD.

Sole Agents
WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas, World's Fairs,
Chicago and Paris.



Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG

Sell Canadian-Made I H C Wagons

I H C wagons—the product of Canadian workmen—made to haul crops over Canadian roads—are the standard of all Canadian wagon values. The names Old Dominion, Hamilton, Chatham, and Petrolia carry weight with Canadian farmers as the wagons become better known.

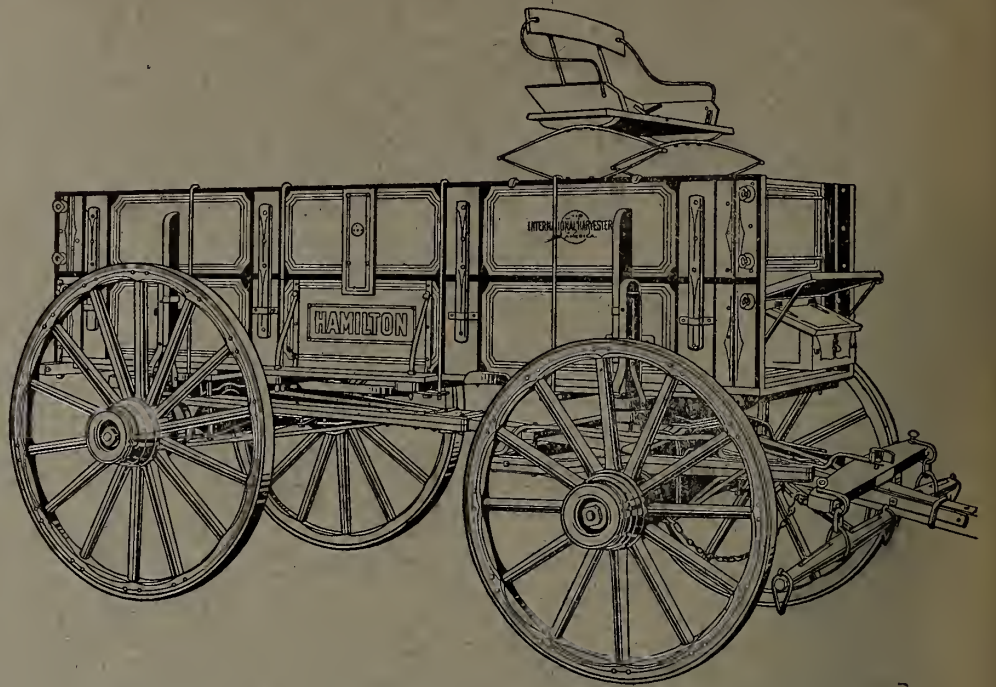
To build wagons right requires a knowledge of road conditions. To sell wagons right requires judgment. You would not sell a light farm wagon for hauling wheat and flax over the average road, nor would you recommend a heavy road wagon for farm trucking. The I H C line includes well-built wagons of every description from the light one-horse farm wagon to the heavy three-deck grain wagon that will stand up on any road where horses can haul it. The completeness of the line makes it possible for you to sell the wagon best suited to your customer's needs.

A good way to build up a permanent, profitable wagon business is to study your customers conditions, decide on the I H C wagon that best meets those conditions, and sell it to him. Full information regarding the complete I H C wagon line will be sent from the nearest branch house. A letter or post card will bring it.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(INCORPORATED)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



The Name Tells a
True Story.

SUPERIOR

The Name Tells a
True Story.

Disc Harrow and Cultivator on Wheels.

Perfect Cultivation.

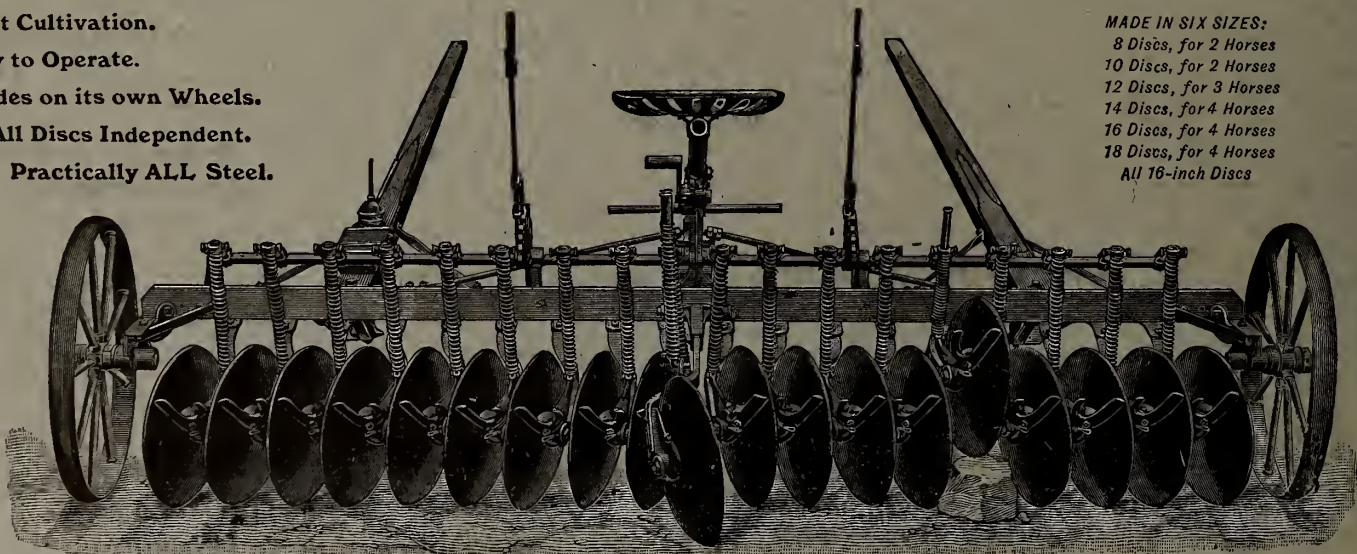
Easy to Operate.

Rides on its own Wheels.

All Discs Independent.

Practically ALL Steel.

MADE IN SIX SIZES:
8 Discs, for 2 Horses
10 Discs, for 2 Horses
12 Discs, for 3 Horses
14 Discs, for 4 Horses
16 Discs, for 4 Horses
18 Discs, for 4 Horses
All 16-inch Discs



REAR VIEW 18-DISC SUPERIOR DISC HARROW ON WHEELS.

If you want the Agency for the Best Harrow in the World, write NOW for Catalogue and Prices.

The American Seeding-Machine Co., Incorporated,
King and James Sts. Winnipeg Man.



HAMILTON

HEAD OFFICE
AND
FACTORIES

CANADA



NOT IN A COMBINE

Sawyer-Massey Line—75 years the Leader

MR. IMPLEMENT DEALER :

There is more behind the PREMIER LINE of THRESHING MACHINERY than a selling proposition,—a mere profit-making inducement for you to handle the line. There is positive and proven merit in every Sawyer-Massey machine, we stand behind you in every transaction that you make with an unqualified guarantee of unexcelled workmanship and carefully selected materials.

We substantiate with goods every argument that you put forth in favor of them. This is a line that you can unhesitatingly recommend to your best customer,—one that will make you friends by setting the highest possible standard of excellence.

These are the kind of goods that stay sold,—there is no “come-back.” The same careful attention is accorded to the construction of the humble sweep as to the lordly tractor.

Our interest in you does not terminate with the signature of your contract,—we offer you all the advantages of a perfect selling organization,—the knowledge gained in three quarters of a century of manufacturing and selling machinery is at your unlimited disposal, and remember, too, the advertising we do in farm papers is for the benefit of our dealers.

We may not be represented in your territory—Write us now.

Our new catalog tells a big story of progress and advancement,—let us mail one to you,—it gives a new light on the subject of farm power and threshing machinery.

Sawyer-Massey Company, Limited

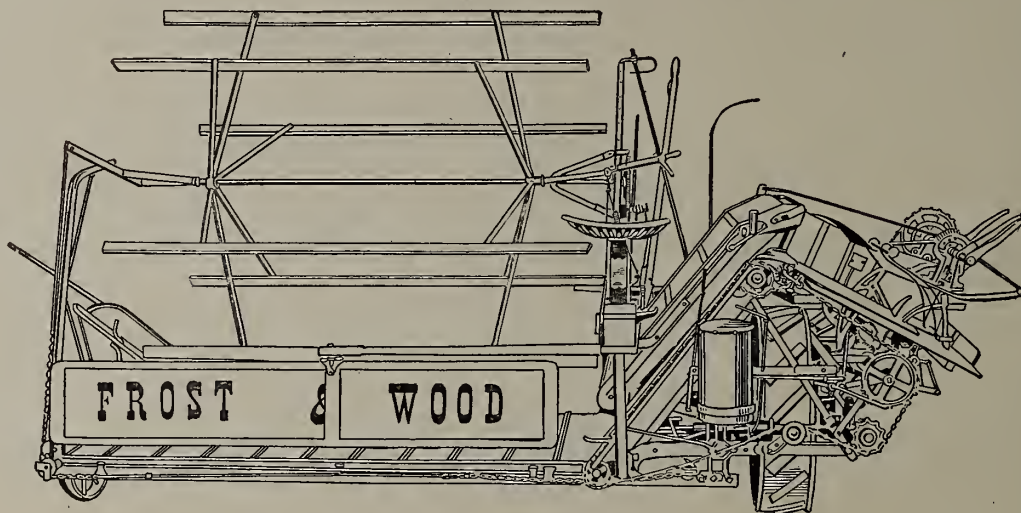
BRANCHES-WINNIPEG MAN. AND REGINA SASK.



Frost & Wood Farm Machinery

has been in the market 73 years, and still holds first place. The Dealer who handles these goods inherits a good will which helps him boost sales and increase profits.

For best Binder service at **lowest cost**, sell the Frost & Wood, a fast cutter and a great grain saver. It is speedy through the use of roller bearings and the power saving eccentric sprocket drive for the knotter, which compresses and ties the sheaf by **added leverage** instead of by directly increased power. The Binder maintains high



and steady forward speed instead of going fast and slow alternately as each sheaf demands extra power for the tie.

The Frost & Wood Binder is easy to tilt, due to perfect balancing. The wide range of Reel positions makes it possible to lay all kinds of grain evenly on the platform so as to make a perfect sheaf.

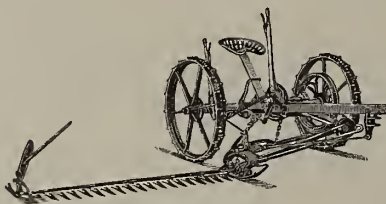
The elevator canvases clamp the grain, light or heavy, securely between them, and carry it up to the knotter. It cannot roll back or thresh out. The simple knotter, the aligned main frame containing gear shafts and bearings, the strong main wheel, the added leverage feature, the force-feed grain-saving elevator,---these and many other advantages gave the Frost & Wood a world-wide reputation for durability and worth.

A Frost & Wood Binder is the Harvesters' Best Friend.

Frost & Wood

No. 8

MOWER



You will find this the easiest Mower to sell that you have ever

handled. It has won for itself an enviable reputation for doing satisfactory work no matter what was the condition of the land on which it was operated.

It is built on the Internal Gear principle. The large Cog on the left drive wheel folds over and travels in the same direction as the small pinion which works in it and which drives the pitman. The advantage of this lies in the fact that with the small pinion inside the large gear, there are always two cogs fully in mesh and one partly meshed. That makes the knives start cutting just as soon as the horses step forward,---no lost motion, or no necessity of backing up the teams to get things going before putting the bar into the hay.

The Tiger Sulky Rakes are built in two sizes: 9ft. and 10 ft.



Frost & Wood "TIGER" RAKE

The teeth are made of a special quality of spring steel, thoroughly tempered and well able to stand heavy strains. An automatic foot lever operates these teeth and when the rake is not in use they can be raised up from the ground by our new locking device.

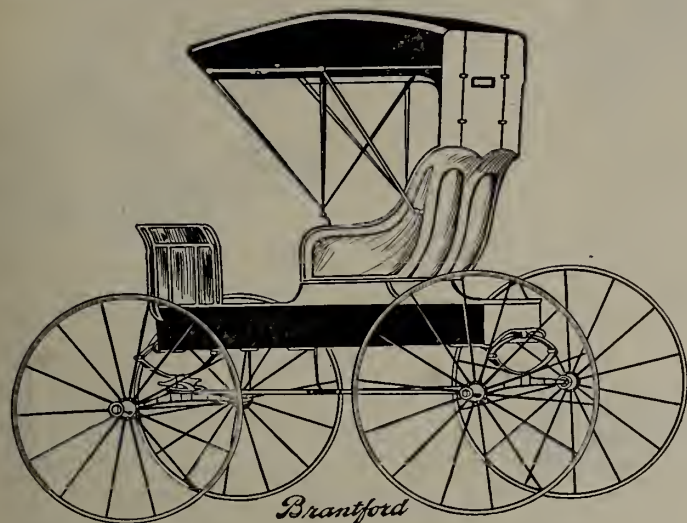
We have prepared a special catalogue illustrating and describing our full line of machines for Western trade and have also separate pamphlets going into further details of individual machines. We will be glad to send you copies of each of these and to answer promptly any questions about our line upon which you may want further information.

Cockshutt Plow Company, Limited

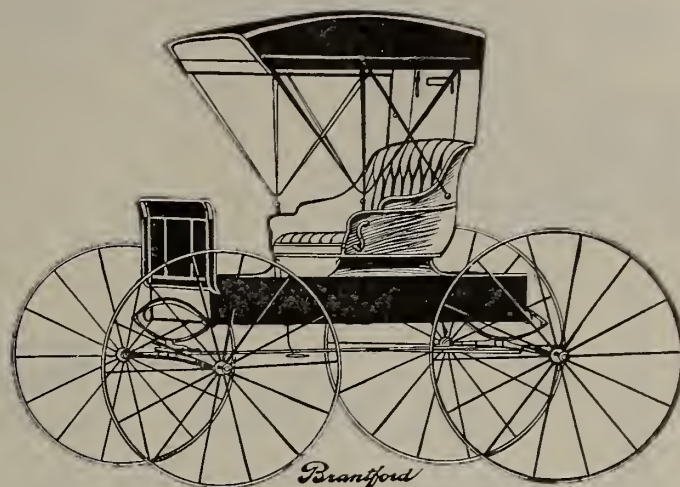
Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

BRANTFORD CARRIAGES



Brantford



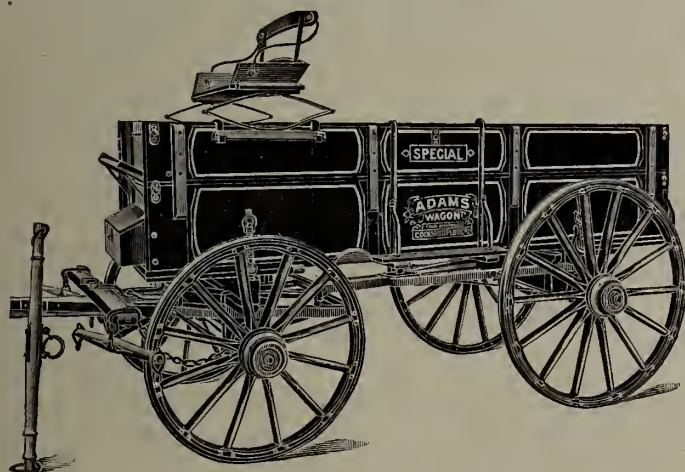
Brantford

BRANTFORD CARRIAGES are made by Canada's Greatest Carriage Manufacturers: all show the OUTWARD evidence of INWARD quality.

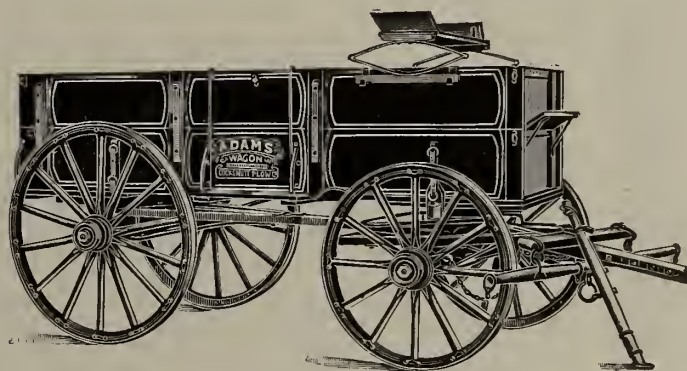
The wide range in the production of the Brantford factory provides vehicles for all purposes and of all kinds: Speeding Carts, Spring Wagons, Business Wagons, Concords, Delivery Wagons, Express Wagons, Buggies, Driving Wagons, Road Wagons, Runabouts, Surreys, etc.

If you want to sell the finest and latest examples of progress in Carriage making, sell the BRANTFORD line.

ADAMS' WAGONS



ADAMS' SPECIAL



ADAMS' STANDARD

ADAMS' WAGONS are literally the highest type of Wagons made. They are built with infinite care from best materials;—they have attained immense popularity by reason of their exceptional value.

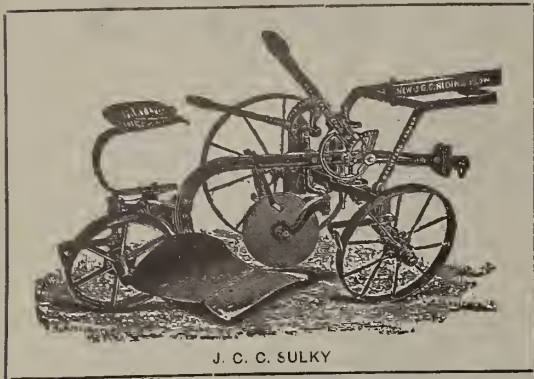
The durability of Adams' Wagons, their modern construction and complete adaptation for the purpose they are intended are well known to Western farmers. They are specially made for us, and are warranted by us;—nothing but the very best selected wood-stock, thoroughly seasoned, goes into their construction. Light running, well finished, of attractive appearance, thoroughly tested and tried by thousands of satisfied users.

In addition to Adams' Wagons and Metal Wheel Trucks we have Mountain Wagons, Heavy Teaming Gears, a full line of Lorries, Dumpcarts, Etc.

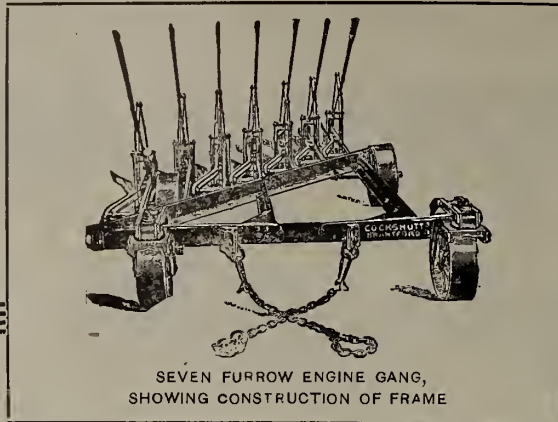
Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

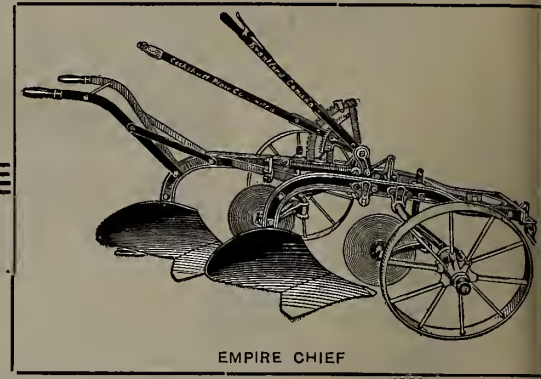
Distributing Warehouses: Red Deer, Edmonton, Lethbridge, Brandon, Portage La Prairie



J. C. C. SULKY



SEVEN FURROW ENGINE GANG,
SHOWING CONSTRUCTION OF FRAME



EMPIRE CHIEF

Good Sales! Pleased Customers Repeat Orders!

Immediately any Dealer takes hold of the Cockshutt line of Farm Implements, he lays the foundation of a solid, substantial and increasing business.

The personal recommendation which one farmer offers another is one of the most profitable assets to the Cockshutt dealer. The co-operation which we and our corps of salesmen place at the disposal of every Cockshutt dealer closes many a sale. The extensive advertising which we conduct in the best agricultural papers through the West is a great help to the Dealers.

Add to this the sterling quality of Cockshutt Implements---their proven durability and strength---the reputation they have made for themselves in the field. Put all these factors together and you must agree that the **Cockshutt Agency is the most valuable** in the farm implement line.

Remember, all Cockshutt Implements are made in Canada by a firm that has made a long and searching study of the different soil conditions of the West---a fact that has contributed very largely to their success.

We make a large variety of Plows, from the light garden type to the huge 12-furrow Engine Gang. We manufacture and deal in Farm Implements of ALL KINDS. No matter what the needs of your customer may be in the way of Farm Machinery, we can fill them.

If you want to sell the best line of Farm Implements sold in Canada, if you want to build up a big, profitable business and keep on good terms with your customers, **SELL COCKSHUTT GOODS.** Write us today for the Agency.

Cockshutt Plow Company Limited

BRANCHES:

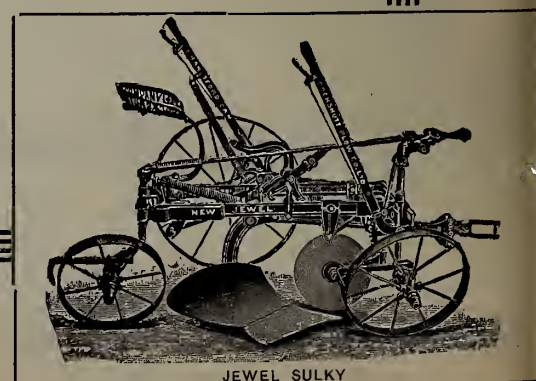
Winnipeg. Calgary. Regina. Saskatoon.

Distributing Warehouses:

Brandon, Red Deer, Edmonton, Lethbridge, Portage la Prairie.



NEW JEWEL GANG



JEWEL SULKY

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 6

WINNIPEG, CANADA, JUNE, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

I. H. C. Statement for 1911.

Sales Larger, Profits Decrease Since 1910—Interesting Facts and Figures.

The annual statement of the International Harvester Company for the business done during 1911 was made public on May 7th. We give a few of the most important facts and figures in the company's statement, in all cases quoting the money statements excluding fractions of a dollar. The statement shows that the net profit for 1911 was \$15,521,397, compared with \$16,084,819 for the year 1910.

During the year dividends to the amount of \$8,200,000 were paid, 7 per cent. on the \$60,000,000 of preferred stock, and 5 per cent. on the \$80,000,000 of common stock. During the preceding year only 4 per cent. was paid on the common stock.

The gross earnings, after deducting ordinary repairs and maintenance, experimental, development and patent expenses, administrative and general expenses, and interest on loans, were \$19,329,307. From this the following deductions were made: Appropriations for fire insurance fund, \$250,000; reserve for pension fund, \$250,000; reserve for industrial accident fund, \$250,000; reserve for plant depreciation and ore extinguishment, \$1,987,909; reserve for contingent losses and collection expenses on receivables, \$1,070,000. These deductions leave the net profit as above stated.

SALES FOR 1911.

The total sales for the year amounted to \$108,033,595, the largest in the entire history of the company. To this is added other earnings amounting to \$715,572. The cost of manufacturing and distributing this output was \$82,393,687. The sales show an increase of 7 per cent. over the business done in 1910. There was only a slight increase in the domestic sales, crop damage in important agricultural sections of the United

States having caused a falling off in the demand for harvesting machinery, and unsatisfactory business conditions retarding in some degree the anticipated increase in the volume of other sales. The extension of agricultural operations in Canada and Russia and other foreign countries enabled the company to increase its foreign trade almost 24 per cent. The foreign trade now constitutes 40 per cent. of its entire business.

The sales of harvesting machinery, tillage implements and twine in the United States, constituted about one-third of the total sales of the company for 1911. The following figures show the volume of sales for the past three years:

TOTAL SALES.		
1911	1910	1909
\$108,033,595	\$101,166,358	\$86,614,549

THE SURPLUS.

The surplus account at the end of 1910 showed a balance of \$16,069,549, to which, when the difference between the net profit of 1911 and the dividends paid during that year are added, makes the total surplus at the close of 1911 \$23,390,946. This surplus represents the balance of net earnings of the business, after deducting dividends.

RECEIVABLES.

The combined balance sheet shows accounts and bills receivable to the amount of \$69,751,421 as compared with \$55,506,547 at the end of 1910. This increase is partly due to the larger volume of business transacted, and partly to the decline in cash collections during the year 1911.

A poor harvest in some of the important agricultural states, and the unfavorable threshing conditions in Western Canada retarded fall collections.

ASSETS AND LIABILITIES.

The combined balance sheet shows total assets amounting to

\$223,724,555 compared with \$195,306,083 at the end of 1910. The liabilities exclusive of capital stock, reserves and dividends declared, but not paid at the time statement was made public, were \$40,132,570. A loan of \$10,000,000 was negotiated during 1911, maturing in 1921. The statement also shows that early in the current year \$20,000,000 worth of 5 per cent. notes were issued. The total liabilities on loans at the time the statement was compiled were \$29,400,509.

GOODS AND MATERIAL ON HAND.

After valuation at cost of raw materials, work in process and finished products on hand, also making allowance for depreciation on finished machines and on repair parts for old types of machines, the inventory of all plants at Sept. 1st, 1911, shows a total of \$69,592,780. The inventory of 1910 showed binder twine at the mills to value \$940,259. The present inventory shows twine stock to the value of only \$124,310. This, it must be remembered, does not include the twine at general agencies, transfer points and on the territory.

REPAIRS, RENEWALS AND MAINTENANCE.

The total expenditure of this character for repairs and renewals at the various plants of the company was \$3,488,949, compared with \$2,911,945 in 1910.

FIRE INSURANCE.

The company's fire insurance fund was increased to \$2,061,399. This includes the appropriation from the earnings of 1911, income from the fund for the year, the credit from regular charges to operations, also a deduction of \$63,137 for losses by fire during 1911. Three-fourths of the fire insurance fund is invested in income bearing securities. The company

carries a considerable portion of its own fire insurance.

PROPERTY.

Under this heading the statement shows the total value of the company's plants in the U.S. and foreign countries, also mines, agency warehouses, transfer properties, railroads, etc., to be \$76,585,000, compared with a property value of \$71,887,402 at the end of 1910.

PENSION AND ACCIDENT FUND.

During 1911 the company paid \$21,172 in pensions. The industrial accident fund was increased from \$250,000 to \$512,500. Since the institution of the accident fund in May, 1910, the company has voluntarily paid \$168,000 to employees injured in pursuance of their duties. The pension account shows that 90 employees were on the roll at the end of Dec., 1911, their average age being sixty-seven years.

EMPLOYEES.

The average number of employees of all classes during the year 1911 was 41,690. The average for 1910 was 35,743; and for 1909, 28,493. The company states that since 1903, the first year of its operations, the average wage per man of factory employees in the United States has been increased 27 per cent.

The company have commenced a crusade against tuberculosis, investigating, locating, and treating those of their employees who are affected.

Attractive Hanger.

We have received through the mails an exceedingly handsome hanger, illustrating the Hoosier Pneumatic Water Supply Systems, in connection with house and stable use. This in colors, and besides being instructive is worthy of a position on your office wall. Write to Flint and Walling, Kendallville, Ind. We believe they will be glad to mail you one.

The Dealer Uses Deduction.

The dealer stood in the hardware department of his store, deep in conversation with the real estate man. Both were automobile mad, more or less, and their conversation was a haze of carburetors, change gears, noiseless running—in fact, those weird technical arguments which seem to soothe the souls of speed fiends wherever they may be. Many men become so engrossed in their auto, that business becomes a sort of time to fill in between spins. The auto does not become a means to an end, but is the whole hog—start, middle and finish. In such cases a man is consuming more than gasoline; he is burning his own wad out of pure sportiveness. However, the dealer was not obsessed to such a degree that he could not see opportunity. His eye wandered from the plump personality of the real estate man, and came to anchor on a young fellow in a Stetson hat who had just bought some mosquito gauze from one of the clerks. "How's things, Jim?" he bellowed across the store. Jim came across, a fine, upstanding figure of Canadian youth, bronzed and clear-eyed, with the breath of the open about him. The dealer introduced them: "Jim Smith, old man Smith's son—you know—the Five Mile farm out yonder." The dealer, after a few perfunctory remarks and queries regarding seeding and its progress, casually proceeded—"Say, Jim, that's a mighty mean buggy you got; saw your mother go past in it yesterday. It sure looks like it wanted some paint. Now, I know you don't want to buy one this busy season, but

just come through to the implement side and see some of the beauties I got in yesterday. 'Course I know you don't want to buy one, but what hurt will it do them to take a look? Say, I never saw such fancy lining, and good, giving springs, an' the"—and so on! The real estate man, left to the freedom of his own will, reflectively scratched his nose and hied away to his office up the street to lie in wait for another unsuspecting victim. In the early afternoon he happened to glance through the window and saw his friend the dealer walking back from lunch. "Hi, Harry," he shouted, "what you in such an all-fired hurry for; can't you come in and talk to a fellow once in a while—how's business any way?" "Fine, fine," conceded the dealer, "as good, everything being considered, as I've ever had it. D'you remember, Bill, that young fellow I introduced you to this morning? Well, would you believe me, I sold him one of the new buggies I had in yesterday, and he had only rode into town for some mosquito gauze. How'd I do it? Simple as falling off a log. In the implement business, same as in your line, or any line of business, for that matter, you have to handle your man properly to make sales, and have a sort of reference file of his ways and doings in your thinking tank. I guess you've noticed that pretty blonde stenographer they got lately in the Land Office—sure you have—all of us have, married or single; why, the boys in the store get a crick in their vertebrae when she passes the windows. Well,

I saw young Smith with her once or twice down by the ball ground when the band was out playing nights. He'd that dern fool look a man has when he gets a congested complication of the cerebral tissue, due to a skirt like a drain pipe, a hat like a tractor wheel, an' a pair of eyes that would say they were the property of the mother of all innocence—if you weren't married and knew that looks are deceptive. Anyway, I boosted up the buggies, and pointed out, incidentally, how young Bert Snyder had a fine new rig he was driving around considerable. Quite easy—sure; I'd seen young Snyder around with her, too, when Smith was cussing in' and following a drill out home. In his present state of competitive foolishness I could have sold him a basinette or a carload of hair juice. That's how it is, Bill, you've got to size 'em up; flatter the women, an' if a man stands beyond flattery, by his own saying, flatter him on his lack of taking flattery. It's easy to get the kink in a customer's armor plate any old time, if you just study human nature. Men are easy worked; you see it in my trade every day. Just needs brains." With this complacent remark, he headed for the door, when a thought struck him. "Bill," he added, "I've been thinking I'll sell my old model C—car; she don't go as good as I'd like. I can get a new one pretty cheap, being the agent, and anyway the missus is saying that the Johnstons are getting a new touring car next month." After he had gone, the real estate man planted his feet more firmly on his desk, and muttered in a knowing sort of way, "Know-

ledge of human nature—Hades; now, if he was in my line—"

How Fireflies Generate Their Light.

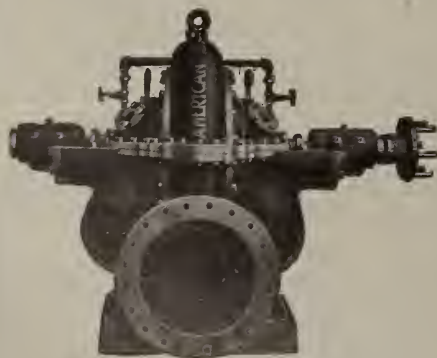
A study of the luminescence of the firefly, and especially of the chemical problems involved, by F. Alex McDermott, of Washington, D.C., has brought forward several very interesting points.

So far as is known, says the Scientific American, two constant chemical factors, water and oxygen, are necessary for the production of light by a living organism. The third necessary factor, the substance oxidized, may be, and probably is, variable. The luminous organ of the firefly consists of two layers of material under the outer transparent covering. The inner of these two layers consists mainly of guanine, a compound similar to uric acid, and this probably serves as a reflector. The outer layer consists of a mass of cells, normally of a pale yellow color. Both layers are penetrated by innumerable tracheae (ducts) which unite in the interior of the insect to form larger passages and run together in the outer layer of yellow cells, forming a network somewhat resembling the finer veining of a leaf.

It is practically certain that in life these passages are filled with air, and it seems probable that the photogenic process is accompanied by the evolution of carbon dioxide and the consumption of the oxygen of the air.

Just so much of forms, rules, and regulations as will insure that the right thing will be done in the right manner at the right time, is system. Whatever is more than that is red tape.

THE STANDARD by which OTHERS are JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

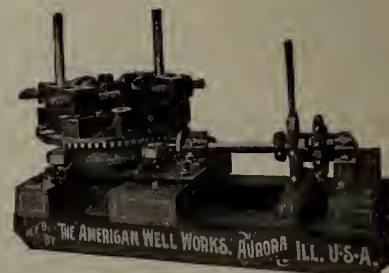
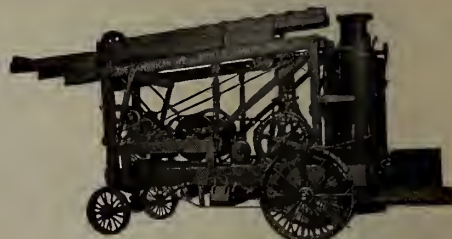
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



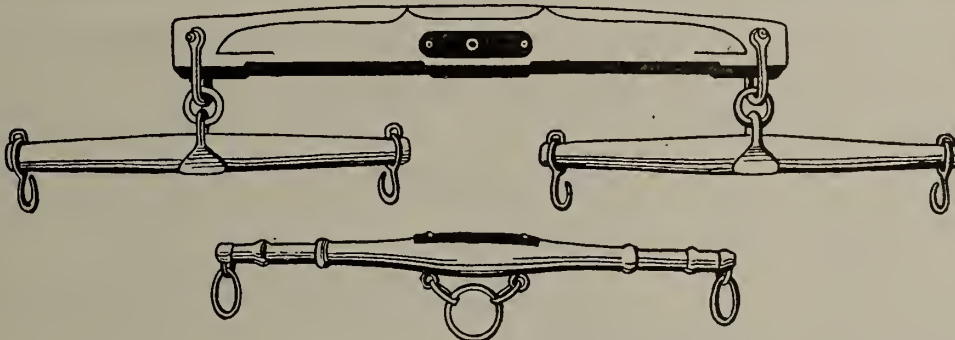
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webb Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah
Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS

**We Have
the Goods.**



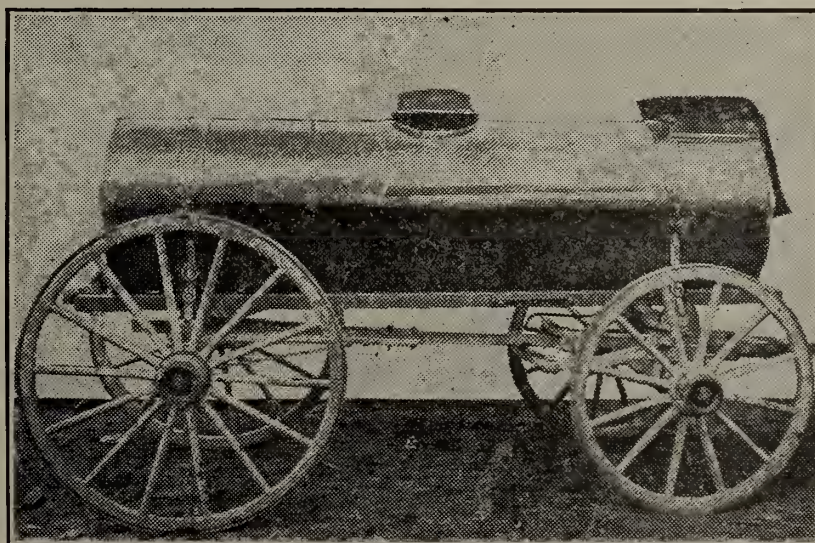
**We want
your
Orders.**

Wagon Sets made in 3 sizes.

We have secured an exceptionally fine lot of stock this year for our Wagon Sets, Plow Doubletree Sets and Agricultural Sets. Try them. We can supply you with Duplicate Plow shares for almost any Plow. We guarantee the quality, and we know the price is right. Why not have some oil cans with your name on them, they sell good and keep on working for you after sold. Don't forget us when you are in the City, we have some interesting things to show you and talk about. Our place of business is on Higgins Avenue a short distance East of the C. P. R. Depot.

D. ACKLAND & SON, Ltd., Winnipeg, Man.

**Western
Standard
Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline**



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks are a specialty with us. Our prices are right, and our discounts the most attractive ever offered on this line.

If in the city come and see us or drop a card for Dealers' prices and discounts.

**Red River Metal Co.,
51-53 Aikins Street, Winnipeg**

The Queen Mother a Devotee of the Dairy.

Queen Alexandra has been devoting much of her time lately to the development of her model dairy. She passes hours there almost every day. This dairy was built for her on the plan of those to be found all over Denmark, her native land. The whole of the butter required for the use of the Royal Household, not only at Sandringham and York Cottage, but for Buckingham Palace and Marlborough House as well, is

made in the Queen Mother's own dairy. Her Majesty also frequently sends hampers to the Prince of Wales and to his younger brother, Prince Albert, while the latter is at Dartmouth. These hampers contain not only delicious butter and cream, but new laid eggs, cheese, and other dainties beloved of boyhood.

The late King used to take the keenest interest in this dairy and paid frequent visits to it while staying at Sandringham.

Many people have inspected this building with a view to erecting similar establishments on their own estates, among the visitors being the Duke of Westminster, who has lately equipped a very well-arranged dairy upon his Eaton Hall estate.

Milk in the Capital of Spain.

Owing to the present system of distributing milk in the Spanish city of Madrid, it seems to us that there will be but little sale for improved and sanitary utensils for its ac-

commodation until conditions change radically. In this large city there are no really large dairying concerns. A large part of the milk supply comes from goats and a few cows pastured near the city, or kept in "lecherias" in the city, where they are milked. The Spanish word, in translation, means a "small milk shop," of which there are about 550 in this city of over 1,000,000 inhabitants. Some of the milk supply is brought in from near-by farms, usually in about six gallon quantities, contained in tin cans

An Important Announcement

Empire Cream Separator Agents offered an opportunity to Become Exclusive Selling Agents for Witte Gasoline Engines

The Empire Cream Separator Company of Canada, Limited, realize that it is to an agent's advantage to represent a complete line that is saleable the year round. With that fact in mind, we have secured the selling rights for WITTE GASOLINE ENGINES.

An Empire Cream Separator Agency thus becomes more valuable than ever. To the profits cleared on the sales of Empire Separators will be added the profits gained on the sales of WITTE ENGINES.

Empire Cream Separators are so well known, and the Agency for them is so much sought after, that they need no introduction to live agents.

WITTE GASOLINE ENGINES have a splendid reputation for efficiency. The prices for which they are sold make them exceptionally good values. On that account they are easy to sell.

No other company is in a position to furnish their

A Winning Combination

**Empire
Cream
Separators**

**Witte
Gasoline
Engines**

agents with such a high-grade, desirable and complete line, or are so well equipped to give constant and efficient attention to their agents.

In open territory we want the best agents—men of energy, enthusiasm and ability. To the right men we will give the best agency contract in the Dominion.

This is an unusual opportunity to make more money. Prompt action is advisable in order to secure the right to put the Empire Sign—the sign of quality and reliability—in front of your store.

Extensive advertising campaigns are now running in leading publications. The sooner you get the agency rights the quicker you'll be in a position to supply the increased demand the advertising is creating.

Drop us a post card or letter for further information. We will answer by return of mail.

Empire Cream Separator Company of Canada, Limited

H. P. HANSEN, Western Manager.

230 Princess Street, Winnipeg.

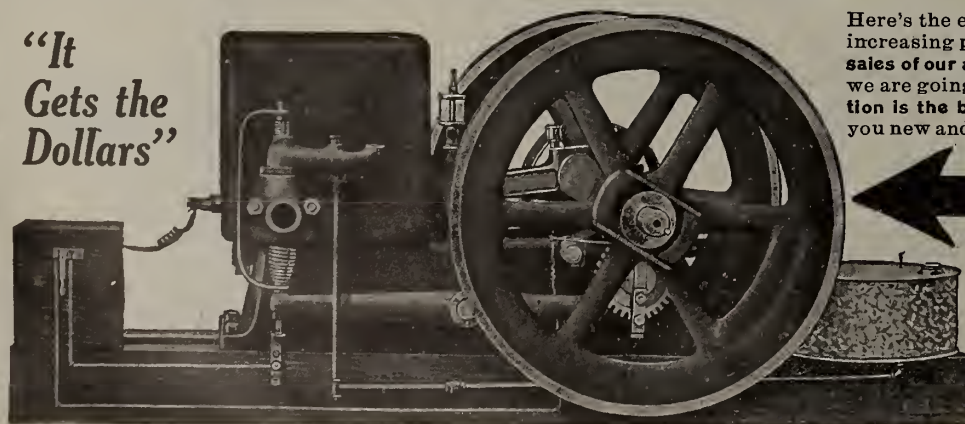
TORONTO

MONTREAL

SUSSEX

A GOOD DEAL FOR THE DEALER

**"It
Gets the
Dollars"**



Here's the engine that brings the orders and profits. The increasing popularity of our JUNIOR Engine doubled the sales of our agents during 1911—that was a good record, but we are going to beat it this year. Our new 1912 proposition is the best we have ever offered them; it will bring you new and bigger business with less effort and expense.

**OUR
SQUARE
DEAL
POLICY**

A complete line of sizes that gives you a chance with ever customer, Junior Engine 1½, 2, 4, 6, 8, and 11 HP, with Standard Engines in sizes 5, 7, 10, 12, 15, 20, 25, 30 and 40 HP. A FIVE year guarantee. Good points and improvements that convince with prices to you that makes the engine business worth while. Write at once for exclusive agency proposition. We protect you and aid you.

WITTE IRON WORKS CO., Kansas City, Mo.
Branch Distributors **EMPIRE CREAM SEPARATOR CO., Winnipeg.**

lying within straw baskets slung across the back of a horse or mule, while the rider sits perched between the balanced baskets. Some comes from outlying villages by train or wagon, all in tin cans; and a very small amount from Northern Spain — a 24-hour trip in the train. Deliveries to regular patrons are made by "mozas" carrying a frame from which are suspended about 18 small pails or bottles, usually containing about a quart, but evidently most of the "Madrilenos" do not receive regular supplies, depending on their supply for such quantities as are brought in by a member of the family or by a servant, who fetch it in a pitcher from one of the neighboring "lecherias." Strange to say, for a country where no undue stringency is laid upon cleanliness, all milk is boiled as soon as it enters a house. Milk in Madrid costs about 18 cents per quart. Most of the butter used in Madrid comes from France, costing about 60 cents per pound, for no butter-making is made in Central Spain. This price is prohibitive to a race who are so poor as to often be denied the bare necessities of life. It is almost impossible to secure cream, and if got it is invariably sour. The climate of the plateau of Central Spain is against the milk and butter business as a Spanish proverb describes the climate tersely, saying that it is "three months in ice and nine months in hell."

Milk Bottles in Japan.

Milk is handled in Japan in much the same way as in Can-

ada and the United States, the bottles having much smaller necks. The following prices per 100 milk bottles in Japan with embossed marks as required, indicate to us the possibility of introducing paper bottles in that Eastern land. The "go" is the Japanese standard for liquid capacity, which we give along with the Canadian equivalent. The prices given are per 100 bottles:

1 go (0.4 pint), \$1.55; 2 gos (0.8 pint), \$2.80; and 4 gos (1.6 pint), \$5.50. Japan has a fairly large industry in bottles, shipping them principally to South America. In the year 1911 Japan exported 3,677,180 dozen bottles, a value of \$382,897.

As the Japanese are thrifty, there would seem to be a prospect of a good market for paper bottles both from an economical and sanitary point of view.

Danish Butter Exportation.

Last year the quantity of butter shipped from Denmark was 197,045,860 pounds and the price per pound ran to about 28 cents. The dry summer, which is comparatively rare in that country, greatly shortened the period of grazing and the farmers were obliged to feed their cattle with artificial feeding stuffs to a much larger extent than in former years. The total value of butter exported during the year was \$55,665,308. The exportation of eggs, the comrade of the butter trade, reached a total of 35,851,768 dozen. A new law relative to the trade in butter exportation has been passed providing that butter offered for

sale or for export shall not contain more than 16 per cent. of water. Butter that contains from 16 to 20 per cent. of water shall only be allowed to be offered for sale when it is distinctly marked "water butter," and butter containing more than 20 per cent. of water is no longer allowed to be sold. A similar law has been in force in England for some considerable time. In the year 1911 Germany imported a total of 122,088,903 pounds of butter, a considerable increase over her imports of butter in 1910.

Cleanliness in Milk and Milking.

Cream of a high quality can only be produced from clean milk. Often the cream producers do not give this factor the consideration they should. The quality of the butter depends upon the quality of the cream from which it is made. The price or value of the butter depends upon its quality; hence, the price the producer receives for his cream depends, ultimately, largely upon the quality of cream he produces. Milk absorbs easily and quickly the odors of the atmosphere where it is produced; hence the stable and milk room

should be free from any foul or objectionable odors. The air should be pure and sweet. Dust, dirt and filth teem with millions of bacteria which will cause fermentation and souring of the milk quickly; also tainted and undesirable odors and flavors in the milk. Ninety per cent. of these objectionable bacteria can be kept out of the milk by observing cleanly conditions in its production. Much of the dirt and sediment found in the milk comes from the cow. A simple precaution which will eliminate this is the brushing of the flank and udder of the cow with a brush and the wiping of these parts with a cloth wet with water so that the dirt and dust is stuck to the hair. No free drops of water should be left to fall into the pail. A sanitary or partly closed top milk pail also will eliminate much of the dust and dirt. If the milk is strained through several layers of cheese cloth or absorbent cotton it will act as a filter and remove much of the foreign impurities.

It is not so surprising that girls kiss when they meet, when they do men's work in so many other ways.



"No Trouble to Sell Them" Say Saskatchewan Agents.

Moose Jaw, Sask.,

The De Laval Separator Co.
Winnipeg, Man.

Gentlemen:

We wish to express our appreciation of the De Laval separators as business getters and also thank you for the great assistance you have always given us by way of your sales organization.

Your very liberal advertising policy has always kept the name of the De Laval to the front and thereby made the way of the agent far easier.

We have had your agency contract for about four years, and can say that we have never handled any line of goods that has given us as little bother and as good profit for the time spent on them. Our sales last year totalled more for our district than all the other makes of cream separators sold in the city, and the present year promises to exceed that.

We find it no trouble to sell the goods, as they sell themselves, and all we have to do is to refer to the many satisfied users we have in our territory.

In conclusion, would state that we consider the De Laval contract the best paying as well as the most liberal contract we have.

Yours sincerely,

F. J. WALSH & CO., Ltd.

Agency Applications Invited

THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

BIG REWARD



Implement Dealers will be well rewarded by handling

The Famous

"Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—it will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

The Female of the Species,

Despite what Rudyard Kipling has said in one of his recent poems, a contributor to "The Independent" has discovered at least one instance in which the female of the species is less deadly than the male.

I saw an old cow grazing in a meadow by a stream;

Her mouth was full of grasses and her eyes were full of dream.

I was filled with apprehension as I watched her switching tail, For Kipling says the female is more deadly than the male.

But the day was warm and sultry, and while gazing at the cow,

With a red bandanna handkerchief I wiped my heated brow, And—presto!—came a raging bull and drove me up a tree, For the he-male of that species is more deadly than the she.

The Cause of Thunderstorms Souring Milk.

Everybody is familiar with the fact that milk is more apt to turn sour in stormy weather than at other times. The cause of this has been a matter of con-

siderable mystery, but some light seems to be shed on the situation by A. Trillat, who has shown that minute traces of gaseous products of putrefaction favor the development of lactic ferments. Hence, any fall in atmospheric pressure which encourages the liberation of such gases from various sources will indirectly assist the souring of milk, and, for the matter of that, the decay of various putrescible materials. That such liberation of gases does actually occur at times of barometric depression is rendered manifest enough by the characteristic smell which the earth is found to exhale at such times. Mr. Trillat has, moreover, positively confirmed his theory by exposing samples of milk in the neighborhood of substances giving rise to putrefactive gases. On diminishing the pressure, so as to cause the liberation of the gases, it is found that the milk is apt to turn sour.

Worlds Production of Wheat.

Final returns of the production of wheat in 1911 have been received from all the important countries. The total production in the Northern Hemisphere is

3,154,360,000 bushels against 3,185,565,000 in 1910, a decrease of 31,205,000 bushels. The exceptional decrease of 266,000,000 bushels in Russia was almost balanced by large increases in Canada and in most of the countries of Europe. The total for the Southern Hemisphere (preliminary estimate) is 290,988,000 compared with 275,810,000 in 1910. This makes the world's total, 3,445,348,000 bushels as against 3,461,375,000 produced by the same countries in 1910. Adding the production of a number of smaller countries as given by Dornbusch, we have 3,568,148,000 bus. for 1911 against 3,575,375,000 for 1910. The world's total for 1911 according to Broomhall, is 3,451,992,000 bushels; according to Beerbohm, 3,456,000,000.

Straw Hats in Making.

Around the city of Florence, in Italy over 90,000 workers are employed in making, sorting, gathering and shipping the several million dollars worth of straw hats and braids annually exported from the district. To America alone during the year of 1911 the value of exports in this particular line of industry was \$1,150,911. Most of the work is done in the private houses, as the factories only employ a total of some 4,000 persons. The work is directed and ordered by agents of the local factories, or by exporters of straw braids. This braid work is paid by the piece, each piece being 9 or 10 meters long, which is equivalent to about 11 inches. Orders for the work and samples, if necessary, are taken from the factories or exporters by these agents and delivered to the outside workers, while the completion of the orders is also seen to by them. The most important branch of the straw industry is the working of "paglia Fiorentina," from which the famous "Leghorn" hats are made. The braid in Leghorn hats is composed of 13 threads. The manufacture of these hats is essentially a Florentine industry, and one which suffers from no foreign competition. These hats are ordered by the number of widths of the braid to be used in their construction, the worker first making the braid and then winding and sowing the widths until the requisite number has been reached. The local price of these hats range from 2.20 to 5 Italian lire (42 cents to 96 cents). The ordinary Leghorn hats are sold in the natural

color, which is light yellow. Some also are bleached by a special process of washing, followed by six or seven weeks exposure to the sun, the bleached hats costing about 3 cents extra per hat. Many hats are made in the mountain districts behind Florence, of a straw much rougher and coarser than Florentine straw, but before these hats are exported to England and America, two of the countries which absorb the most of the supply, they are sent to Florence to be properly finished by the more experienced workers there. More than 56,000 women and 26,000 girls under the age of 16 are engaged in this straw weaving industry, and so miserable is the pay they derive from it that it is usually done in conjunction with some other form of labor.

How Errors in Shipping Lose Trade.

The government department of our neighbor across the line, which is connected with the trade reports from foreign consulates, has been of late getting a great many complaints from their consuls who have been trying to extend the sales of U.S. machinery. Many foreign firms, who deal in imported American agricultural machinery, make complaint to consuls of the way in which wrong and inefficient parts of machinery are sent them. We may quote, for example, the case of two firms in Stavanger, Norway. These firms stated that they had a market for 200 or more silage cutters per year, and that all the machines now sold in the district are of English or Norwegian manufacture. They say that the market for this type of machine is increasing yearly, owing to the rapid growth of the dairy industry. One of the two firms gave as the reason why no American machines are now sold now in the district that two years ago an American silage cutter was purchased for trial, and that it gave such excellent results that the purchasing firm thereupon bought 20 more. When the machines arrived it was found that the knives were all too short, being for a machine of a different size. After some correspondence and considerable delay the American manufacturers sent larger knives, but this time they were for a larger make of machine, and, consequently, were entirely too long. Rather than experience a further delay, the firm took them to a local

MELOTTE CREAM SEPARATORS

Turn Easiest

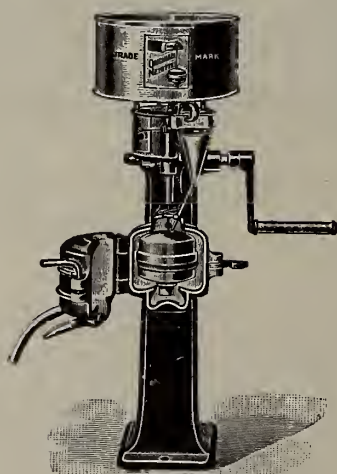
Skim Cleanest

Last Longest



LEG MODEL

280 to 720 pounds per hour.



SOLID BASE MODEL

400 to 1,300 pounds per hour.

The "MELOTTE" is the Cheapest Cream Separator to Buy.

THE REASON WHY:

Lasts Longest.

Does its work best.

With least power and gives genuine satisfaction.

DEALERS, THE MELOTTE AGENCY IS A MONEY-MAKER. IF WE ARE NOT REPRESENTED IN YOUR TOWN WRITE FOR OUR COMMISSION CONTRACT.

R. A. LISTER & CO. LIMITED
197 Princess Street, Winnipeg.

blacksmith and had them made to fit the machines. All this resulted in a cost to the importing firm of some \$50. Not a large sum, truly, yet it further resulted in giving American machines such an unenviable reputation in that district that it was found impossible to place more of them on the market. It is true that the firm's loss was paid in part by the manufacturer, yet of the 20 machines only 18 have been sold during the past two years, and the firm is prepared to present the remaining couple to anybody wanting them. And this, we must remember, is in the midst of the finest grazing and farming district in Norway. The methods employed by the firms we have quoted in introducing new farm machinery is to place a sample machine with one of the leading farmers in the district, and after giving a successful demonstration—if it can do so—little trouble is found in placing many machines of a like type in the district. This was done with the silage cutter we mention, the sample machine giving the utmost satisfaction during demonstration. The subsequent blunder nullified all the good results of the pioneer machine. The experience of this firm has unfortunately been

duplicated more than once by other firms in the same district, so it is easy to imagine a considerable antipathy arising towards American implements by such unfortunate instances of wrong parts being supplied. Many other difficulties are found by firms trying to place American machinery in Norway, such as the refusal of the American firms to extend the same credit as German or English firms, which results in the necessity of the Norwegian firms paying for the machinery sometimes weeks before they see it. Also great difficulty is experienced in securing repairs to replace breakages, and inconvenience ensues in ordering through some agency in London or Hamburg. At all events it is easy to see how such errors in shipment are derogatory to the success of American implements, and such errors dissuade other firms from progressing in their direction. It would be essential that the foreign department of every American firm should realise that it is ten times as difficult to correct an error made in a foreign shipment as to remedy one made in connection with a firm located at the other end of a local or long-distance telephone, and that, accordingly it would pay

many times over, both for the sake of the firm and for the sale of the implement reputation of the country, to exercise the greatest care in checking and shipping goods to foreign countries.

The Fourth in Winnipeg.

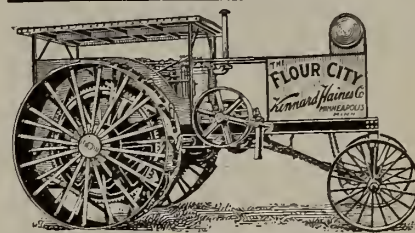
"Don't you think," writes a tractor expert in Chicago, "that those Winnipeg Exhibition directors are asking a great deal of patriotic Americans to spend the Glorious Fourth in a foreign land, away from the popping firecracker, the sizzling sky rocket, and the great American game?" We do; but if you have a powerful imagination perhaps the popping of the gasoline engines may compensate in a measure for the absence of fireworks. And as for the g. and g. they play baseball, the real article, too, in Winnipeg. What's more, we understand they play after the day's work is done. That ought to help some.

Upon every face is written the record of the life the man has led; the loves that were his; the thoughts, the prayers, the aspirations; all he hoped to be and was not; all are written there—nothing is hidden, nor can be.

Melotte Change Quarters.

The Melotte Cream Separator Co. have changed their Winnipeg address, and are now located in new and commodious offices at 634 Somerset Block, and they will be glad to receive visiting dealers at the new address. Their storage and warehousing will continue to be taken care of from their former location.

FLOUR CITY



GASOLINE & KEROSENE TRACTOR

20 30 & 40 H. P.

Correct in design—simplified in construction—equipped with four cylinder motors and high drivers, insuring greatest power with least weight. Will burn gasoline, kerosene or distillate.

The FLOUR CITY set the pace in the Winnipeg Contests and has maintained it from year to year. Send for catalog.

KINNARD-HAINES CO.
MINNEAPOLIS, MINN.

This man has an easy job—

All he has to do is to guide the Tractor. He plows 15 to 18 acres a day and isn't half as tired at night as he was when he only plowed 5 or 6 acres with gang plow and horses.

It's easier to guide this Avery Tractor than to drive three or four horses. And the plow handles itself. It's the **New Avery "Self-Lift."** Has an Automatic "Power-Lift Self-Drop" Device. Pull the cord at the end to engage a clutch and the plows raise. Turn around and pull it again and they lower. No hard work lifting plows by hand levers. It's easy work even for a boy to run this New Avery Plow Outfit.

And it's not only easier work but much cheaper to plow with this New Avery Outfit than with horses or any other Plow Outfit.

GET ALL THE FACTS ABOUT THE NEW AVERY GAS TRACTOR AND "SELF-LIFT" PLOW

It's the modern method of farming. It means Big Profits for Dealers. Power for farming and Hauling will soon be sold by Implement Dealers instead of being raised right on the farm. The Contract for the best line of Power Farming, Threshing and Hauling Machinery is a money maker for every dealer. Investigate the Avery.

WRITE FOR COMPLETE CATALOGUES. Address

Avery Company, Peoria, Illinois, U.S.A.

Also manufacturers of Avery Gas Farm Trucks, Under-mounted Steam Traction Engines, and "Yellow Fellow" Threshers.

Western Canadian Representatives:

HAUG BROS. & NELLERMORE CO., LTD., WINNIPEG

Distributing Warehouses: Regina, Calgary.



The Low Priced Automobile in Great Britain.

A great expansion in the motor trade took place in Great Britain during last year, the demand for commercial motors and motor buses being very noticeable. From the American standpoint, the great achievement in 1911 was the triumph of the American low-priced car in Great Britain. At the Motor Exhibition held at Olympia, London, last November, it was this type of automobile which attracted most attention. It is now recognised in England that the powerful roadster or touring car is not adapted to the every-day uses of the business man. The principal causes for the popularity of the low-priced car will be due to the fact license fee varies directly with the horse power of the car, a chance for economy for those possessing low-priced runabouts. The facile manipulation of the cheap car, also its adaptation for congested traffic, such as is found in the central London districts, are points in its favor. One point that would further the sale of such cars seems to us to be construction of more artistic and attractive bodies for them, for no one can

gainsay the fact that the present body of the cheap car would stand a great deal of improvement. This, however, may soon be remedied by manufacturers. During 1911 there were 6,778 automobiles imported by Great Britain, their value being \$8,360,564, while the country exported 4,539 valued at \$8,784,154. Regarding motor trucks, it was estimated that at the end of 1911 14 per cent. of the business traffic on the streets of London was transported in motor driven vehicles. All the leading British manufacturers have large orders for commercial automobiles, the demand being far in excess of the supply. The indispensability of these vehicles at last seems to have reached every branch of trade. In the motor omnibus world of London (since in the heart of the city the traffic is too dense for electric cars), during the last seven years 5,000 horse driven buses and 18,000 horses have retired through the adoption of the auto bus and vehicles of a like type. One of the great developments of this motor bus service is in the direction of affording an opportunity to working men and women of going a considerable distance in the country on Sunday for a com-

paratively small expense. This is a great boon to workers, since as many are not aware, very few trains are run in the United Kingdom on Sundays.

A South African Agricultural Show.

Possibly the largest exhibition of agricultural stock, produce and machinery in Africa is held at Port Elizabeth in Cape Colony. During the last week of the spring exhibition in this southern city the attendance of those interested in such exhibitions amounted to the respectable total of 25,000. From a commercial standpoint, both with wholesaler and dealer, this show is the great event of the year in South Africa. Hundreds of farmers travel long distances to exhibit stock and produce and also to inspect and purchase machinery and supplies for the coming year. Importers are rapidly seeing the necessity of exhibiting only such manufactures and products as pertain to the farming community, and it is reported that during the show in March of this year exhibits of American machinery and implements should have been more general and of greater variety in order to get proper selling results. A clean, bright, up-to-date, commercial town, situated on a beautiful bay, and the focal point for a large radius of excellent farming country, Port Elizabeth has facilities and advantages which commend it to the up country farming fraternity. The fair adds to a liberal prize list numerous and varied special attractions and exhibits, and exceptional facilities for inspecting manufactures and implements of every description. American manufactures and farm machinery are very favorably received and space for exhibition may be obtained through local agents or representatives. A general desire is voiced for further exhibition of modern American types of farm machinery and implements.

New Design for large Ships.

That all plans for increasing safety on the sea will be abortive until shipbuilders radically alter the entire system of hull construction, is the theory advanced by Professor Otto Kretschmer, head of the largest engineering school in Germany. The Professor is the foremost authority on shipbuilding in Germany, and doubtless actuated by the appalling disaster to the Titanic, he has made public

his plans of a novel unsinkable vessel of the largest dimensions suitable for Transatlantic trade. He calls his vessel the Tetrahedral form of construction, a tetrahedron defined as a "solid comprehended form under plane surfaces, especially the regular tetrahedron or triangular pyramid having its base and sides equilateral triangles." Professor Kretschmer asserts that the great shipping lines cannot at present be persuaded to abandon the old style of construction, he hopes the travelling public will take the initiative and demand that shipbuilders throw tradition to the winds and resort to scientific engineers for guaranteeing the safety of liners.

Professor Kretschmer thinks this can best be done by building tetrahedral ships, with a tapering bow, gradually increasing in width to a broad stern. He asserts that the tetrahedral type gives vastly more stability than at present, being constructed so that power to restore equilibrium increases the more the vessel is out of balance.

Another striking feature of his design is that it is a ship within a ship, with two distinct hulls, one within the other. The inner body, which is entirely independent of the outer, contains all the engines and boilers, and is walled in with steel without communicating doors into the outer structure.

The latter, which has the ordinary double keel, is divided into a large number of watertight compartments, both lateral and longitudinal. These, too, are without communicating doors, which, in spite of elaborate closing devices. Prof. Kretschmer says, are always a danger. The watertight compartments are carried three full decks above the waterline.

In case of collision, the outer wall, or keel, may be smashed, and a few compartments fill with water, but the inner ship will remain intact and afloat, as the pressure upon the outside walls cannot be transferred.

Professor Kretschmer has designed a tetrahedral ship of approximately the same size and carrying capacity as the Mauretania, but of only 18,700 tons displacement compared with the Cunarder's 40,000, and capable of several knots greater speed.

Professor Kretschmer was formerly chief constructing engineer of the German Navy.

It is understood that the tetrahedral design has been adopted for the latest German armored cruisers and torpedo

HOOSIER AND FAST MAIL

PUMPS

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pumping Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for Catalog and Prices

Flint & Walling Mfg. Co.,

675 Oak Street,

Kendallville, Indiana, U. S. A.

The A. McBRIDE CO. LTD. Distributors at Calgary

Fast Mail
Force Pump

Hoosier Force
Pump Standard

Hoosier
Set-Length
Lift Pump

Fables for Farm Implements, (Not by Aesop.)

A Certain Horse once lay nigh to Death on the prairie. As He lay there he was Accosted by an Urbane Gopher.

"Wherefore," asked the Gopher, "with your Massive Anatomy and Muscular Configuration, do you thus prepare to Peg Out?"

"Do You observe," murmured the Horse, "that Inanimate Mechanism over yonder which has Many Plows attached to its Stern."

"If you refer to that Enemy which Pulverises my brethren, I do," replied the Gopher. "By my Insistent Curiosity, I have discovered that Implement Men call it a Gas Tractor."

"Observing its Great Strength and Lack of Weariness," said the Horse, "and wondering from what Forage it got so Sublime Sustenance, I asked Enlightenment of the Vendor of Such Mechanisms."

"Does it subsist on Wheat?" interpolated the Gopher.

"Nay," replied the Horse. The Vendor of Such Things said that it was sold and propelled by Much Hot Air, whereas I eat Oats and am an Uneconomical Has Been."

Having said this, He Kicked Twice and Expired.

"This appeals to my Thirst for Concrete Facts," said the Unsatiated Gopher. "I will pursue my Investigation of Things near this Marvellous Mechanism."

Wrapt in Deep Thought, he impeded the Path of the Leviathan and Consequently was Transformed into a Minute Grease Spot.

Moral: Even although Horses may pass Hence, it is not fitting that a Gopher obstruct the Path of Progress.

Seeding Machines in the Argentine Republic.

Nowadays very little sowing of corn and linseed is carried on by hand in Argentine, says a U.S. consular report. The appliance commonly in use is the broadcast sowing machine, but the superior advantages of the modern drill is rapidly being recognized by Argentine farmers, and the drill is rapidly replacing the broadcast sower. In the middle west and western sections of the country the use of the drill predominates, while in the south and eastern seaboard we still find the broadcast sowed. The drilling machine should

strongly commend itself to all agricultural workers in the Argentine, for it possesses the greatest advantages owing to the circumstance that by its use the seed is uniformly and rather deeply pressed into the ground, so that the moisture of the soil, which, in Argentina, is often deficient during the germinating period, is utilized in the best possible manner. Moreover, the economy in the quantity of seed required is generally recognized and amounts to 20 to 25 per cent. compared with the broadcast sower. Agricultural machinery makers have adapted their machines to local conditions as regards the Argentine. Little trouble, as a rule, is encountered in the meeting of stony surface, but, on the other hand, weeds are a constant trouble. The drilling machines used in the country, usually have fixed in front of each drill funnel a concave and slightly slanting revolving disk, some 10 inches in diameter, which dislodges any weeds and clods, and opens up a groove 2 to 3 inches in width, into which the seeds drop.

A year's brain work may be ruined by a minute's tongue work.

Corrugated Iron

is the ideal covering for

Barns, Granaries and
Implement Sheds



Fire, Lightning, Wind and Weather Proof

Durable as the Building itself

Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



THE
**Metallic Roofing
CO., LIMITED**
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

TWO MODERN MASTERPIECES



3½ to 7 foot Cut.

Massey-Harris New Mower

WITH NEW RAISED LEDGER PLATE
KNIFE CUTS FULL DEPTH OF SECTION.

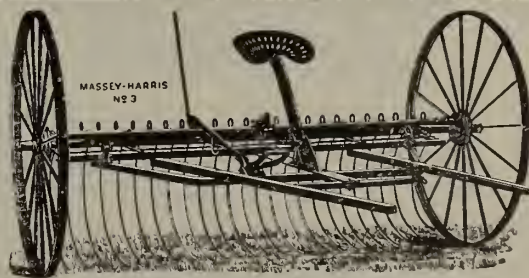
ADJUSTABLE TILTING LEVER RATCHET GIVES
AMPLE THROW TO CUTTING BAR.

ADJUSTABLE COUPLER KEEPS
CUTTING BAR ALWAYS IN LINE.

FORGED STEEL KNIFE HEAD CONNECTION.

STRONG CRANK HEAD CONNECTION.

WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON.



24, 30 and 36 Tooth.

Massey-Harris New Rake

WELL BRACED ANGLE STEEL FRAME.

OIL-TEMPERED STEEL SPRING TEETH WITH
SHOE POINTS. EACH HAS A COIL SECTION TO
INCREASE FLEXIBILITY AND PREVENT BREAKAGE.

STRONG STEEL WHEELS—BEST EVER
PUT ON A RAKE.

BASKET HAS GREAT CAPACITY.

AUTOMATIC DUMP.

WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON.

Potatoes Produce Automobiles.

A great deal has been said and written as to the way the automobile has been taken up by farmers during the past few years. The purchasing of automobiles is taken by the automobile manufacturers in Detroit, Mich., as a sure indication of prosperity in any rural district from which they receive large orders. F. R. Bump, assistant general manager of the R-C-H Corporation in that city, says: "Not until last fall did Aroostook County, Maine, and the southern end of New Jersey give evidence of their prosperity by auto buying. This spring these two districts are listed among the best territories by sales departments in the auto factories.

"Potatoes are the cause. The citizens are literally turning their potatoes into automobiles. Aroostook county is the extreme northern division of Maine. Its sandy soil does not impress one as being especially good and, indeed, the residents themselves had the same idea until comparatively recently. Last fall when the potato crop fell short in many parts of the United States, Aroostook county was among the exceptions. Its succulent tubers were never better and the yield per acre was greater than ever. When it became known that Aroostook county was prepared to furnish

the country with splendid specimens of potatoes, its fame grew and the money fairly poured into the pockets of the residents. Now they're buying autos and we received an order from our dealer there recently asking that three carloads of R-C-H cars be shipped him.

"The circumstances are about the same in southern New Jersey, only there it was found that sweet potatoes were the best producers and wealth returners."

Some Tire Suggestions for Car Owners.

A firm recently issued a list of suggestions for tire users. We append a few of them for the benefit of those who have a continual moan and chronic grouch due to the expense of the upkeep of their tires, and trust that they may apply to their personal case.

Before you finish tuning up the car, whether it is your own or the car of a customer, take the casings off and examine the rims.

If they are rusty don't fail to scrape and paint them.

And don't put the casings back until you have made sure that the rims are absolutely true and free from dents. Sprinkle soapstone into the casings before replacing the tubes.

If the rear tires are worn get a new pair for the rear and let the old casings spend their de-

clining days on the front wheels where the service is easier.

Test the alignment of the axles. The easiest way is to measure between the felloes of the wheels or the edges of the rims at the point directly in front of the axle. If this measurement differs from the same measurement taken on the opposite side of the wheels it shows the axles are out of alignment. Correct this defect immediately or expect big tire bills.

Buy a good pressure gauge and register a solemn vow to use it frequently and regularly throughout the season.

If new accessories are added to the car this spring be sure they do not bring the total weight of the car above the weight the tires are designed to carry. If you are in doubt about this matter be on the safe side and use the larger size tires which are made for the present rim equipment. They cost a little more to buy but considerably less to use.

A man who drives an automobile carelessly with regard to heavy shocks or bruises that the tire will receive is likely one of those who will very soon be complaining about troubles with his tires.

The car strikes an obstruction, such as a car track or a large stone with such force that the inner fabric is bruised or weakened, perhaps even torn without the injury showing itself on the surface.

A careful driver will carefully avoid running his wheels violently against the rails of a track that is standing high above the road and will go slow over a road that is covered with large boulders or stones.

Calgary.

A. H. Ellis, of the Supervision Department of the Cockshutt Plow Co., Winnipeg, was a business visitor to Calgary and Edmonton during the last week in May.

Mr. Simpson, of the Experimental Department of the Massey-Harris Co., Toronto, spent a short time in Alberta on special work during the past month.

The regular meeting of the Alberta Wholesale and Carriage Dealers' Association was held at Calgary on Saturday, Just 1st. Dinner was served at 12.30 at the Empire Cafe, after which the business of the meeting was discussed.

J. A. Hall, blockman for the Cockshutt Plow Co., left on his

semi-annual business trip to British Columbia the latter part of May, and will be absent about one month. It might be mentioned, incidentally, that Mr. Hall joined the ranks of the benedicts recently, when he was married to Miss Anna Davis of this city.

The deepest sympathy of all the members of the implement trade is extended to Mr. O. S. Chapin on the death of his eldest daughter Marjorie, aged seven, which took place on May 24th from scarlet fever.

The Massey-Harris Co. have purchased a new site on Eleventh Avenue immediately east of Second Street East, on which they intend to erect a large warehouse and office building to accommodate their Southern Alberta branch. The property purchased consists of 200 feet frontage on Eleventh Ave., with a depth of 130 feet, giving them a splendid location and excellent spur track facilities. They expect to commence building operations at a very early date, and the details of the proposed buildings will appear in a later issue. This will give them much better branch facilities than the arrangement under which they have been working in the past.

Crop conditions in Alberta, up to date, are very satisfactory, the weather having been favorable throughout, with the result that seeding is practically completed, and on the 24th of May was probably more advanced than it has been at that season for many years past. There have been sundry showers and considerable warm weather, so that the growth is very satisfactory, and both fall and spring grain are looking in good shape.

Modern Japan.

Japan is not to be bested when it comes to modern improvement. She is building her own merchant marine and naval vessels with facility, and is also engaged in manufacture on a very large scale. The advantages gained by manufacturing in this country are many, the cost of labor is slight, and raw material appears to be found in large quantities and of a good standard. There has recently been opened at Yokohama a fully modern garage, which has for sale the most up-to-date lines of automobiles built in Europe and the United States, and this project is entirely under the management of Japanese, and is controlled by native capital.



A tireless car, almost. Prisoners of "here" find freedom in the Ford. It's the always-at-your service car, and a real tire trouble emancipator, for it puts more tire surface on the ground per pound of car than any other. And we're making seventy-five thousand this year.

All Fords are Model T's—all alike except the bodies. The two passenger runabout costs \$775—the five passenger touring car \$850—the delivery car \$875—the town car \$1100—f. o. b. Walkerville, Ont., completely equipped. Catalogue from Ford Motor Company of Canada, Limited, Walkerville, Ont., Can.

The Motor in Making.

How many of us, as we gaze at the ordinary automobile as it whirrs past, fully realize the system, thought, experiment and genius of organization that gave it its modern rapidity of production? We don't think of it; even those of us who actually own automobiles and participate in the pleasure and profit which their purchase promotes. Can we imagine the forethought and planning required in a factory that has the capacity to turn out 40 to 60 automobiles daily, which has been done and is being done in many concerns today. Let us assume that we follow the progress of one car, from the moment it starts construction to the day on which it is set and braced in the special automobile car on the railway siding, en route for a cattle ranch in the Lone Star State or for the gradients of the trail away in the Far Northwest of Canada. No automobile factory attempts to produce every single part of an automobile from radiator to tail light. They could not do so with any profit or speed, for in the competition of the modern motor world specialization is rampant as it is in most lines of modern machine construction. One factory makes wheels, another makes bodies, another radiators, and so on, until, finally, we find that only practically the propulsive parts of the car—the motor, transmission and axles — are made in the factory from whence the particular type of car gets its being. Taking the car that we are to follow on its brief pathway through the factory, we find that it is numbered K. 1415, for every automobile has a distinctive number and a pedigree of its horse power, speeds, construction—in fact, a complete record of its composition is carefully filed so that a customer's car can be traced for its original qualifications at any time wherever it may peregrinate the trails or speedways of our great continent. Firstly, we enter the frame assembly shop where a gang of mechanics rivet the brackets for the spring seats and running boards to the frames. A frame is done before you have time to see it properly, and the clatter of the pneumatic rivetting hammers is such that we are glad to depart in the wake of the frame, on which is tied a tag bearing the K. 1415 brand. Set on a trolley the frame is run along to the chassis

assembly shop where a horde of mechanics in overalls are swarming like bees around the spidery forms of car mechanism in every stage of completion. A gang of three men grab frame K 1415

and dump it on to a couple of trestles — a truck shoots along and comes to rest beside them bearing the complete motor, transmission case and radiator, with brackets and change gear levers, all of which have shot down an elevator from the huge stock rooms three stories above.

These parts are rapidly fitted in place, and another truck appears bearing the rear and front axles, the driving shaft and steering gear, which are rapidly set in position and firmly bolted or riveted. The wheels are produced; these at this stage being only temporary so as not to

Flying Dutchman One-Man Tractor Gang



In the above cut you see 3 One-Man Tractor Gangs coupled together (with Set over Truck) making a 12-Plow Combination, each plow cutting a full furrow 14 inches wide and 6 to 7 inches deep. This work being done at the rate of four acres per hour.

Remember these rigs require only about two-thirds the power required by the big platform type of engine gang and cost a lot less money.

An individual One-Man Tractor Gang consists of four plows and is easily operated by the man running the Tractor as it is but a step from the Tractor levers to the Plow levers.

For Prices and Terms Address



CANADIAN MOLINE PLOW CO.

CALGARY

WINNIPEG, MAN.

EDMONTON



spoil the new wheels of the car by the rough handling she will get during the road test. A yard auto backs into the assembly floor, hitches a rope round the front axle of K 1415 and yanks her away to the road-testing sheds. These road testers seem to live for one end only—that of going faster than the next man, and a devilish glee o'erspreads their grimy countenances as they whisk and whirl along through traffic to the race track where the cars are to be tested. A temporary seat and a gasoline tank are fixed to K 1415 and we timidly climb up beside the controller of our destiny. Words fail to express the horrors and hair-raising experiences of the next two hours. Whipped by the wind (for we have no shelter from a wind shield), spattered by oil and grease, we go flying round that track, swaying and bounding in that crazy seat and we frantically clutch at the imperturbable figure in dirty overalls beside us, who shoots from one speed to another, coasts, brakes and re-releases; descends and adjusts the rear axle, and then goes hell-for-leather round that track, pursued and pursuing alternately about 20 other maniacs who are as bent as he on our ultimate

murder. It is with a deep sigh of thankfulness, and a mental promise to lead a better life, that we are finally dropped at the door of the final assembly department. Meantime, K 1415 has been handed over to the paint shop, where she is dried and cleaned, made presentable, and finally painted. We enter the final assembly shops and see a long line of skeleton cars arranged in an oval formation up one side of the large floor and down the other. We notice that each set of men do one job only, one gang fitting on bodies, another bolting running boards in position, and so on; each gang as they finish their special operation pushing the car forward by her own length while the next gang do their special bit of work. Ere the car goes around that oval of men she has received the additions of a body, limousine, touring car, roadster, or torpedo—whichever style she is to represent. She is fitted with running boards, dashboard, wheel-fenders, hood, battery, gasoline tank; her own wheels are placed on the axles, the wiring connections and gas tubing fitted, speedometer and other paraphernalia adjusted; in short, the whole car is practically finished as she is supplied

to the customer. Following her, we go across to another block of the factory, ascend three stories, and see the cars being fitted with covers and wind-shields, and a final polish put on their general upholstery. From this department a final running test is made of the car, and she finally departs from the clamor of the factory to the less noisy fields of business or pleasure. We have not, owing to limitations of space, attempted to touch on the yet more vast side of the machine shops which, obviously, are the greatest factor in modern car construction. Such a description has little interest for one who is not conversant with mechanism and up-to-date machinery. The value of special machines as required for the finely accurate work such as is absolutely essential to the making of motor parts is a great factor in the initial expenditure in starting an automobile factory. Many of the machines, special lathes, planers and boring machines, cost anywhere up to \$8,000 each, and often are even more expensive. The first cost of making special tools and fixtures, which assure the absolute exactitude in the machining of the parts is also a very heavy item of expense, and goes on steadily since every new model of a car has mechanical changes in its make-up. Though the average motorist may not

believe it, every single part of his automobile—from the cylinders and crank shafts of the engine to the most unassuming screw in the casing of the rear axle—is gone over and tested for size to the drawings—not once, but several times by the large corps of inspectors who are an important factor in every automobile plant. Work which is incorrect beyond a certain limit is thrown away as useless, and in the course of a week the value of such "scrapped" work is enormous. In most cases, in the propelling parts of the car, so great is the accuracy required that if a part is one thousandth of an inch below the size required by the drawing, it is immediately consigned to the pile of rejected work, which often assumes the proportions of a fairly large edifice.

Russia Wants Agricultural Machinery.

A recent report from the Department of Trade and Commerce at Ottawa, contains some interesting facts regarding agricultural machinery in the land of the Czar.

In order to keep pace with the rapid development of agriculture in Russia, the Russian government is endeavoring not only to encourage home production of agricultural machinery, but will make official efforts to stimulate importation from Sweden, Germany, Austria-Hungary, Canada and Australia. The comparatively small home production of machinery renders importation necessary, and investigations regarding supplies from other countries may lead to opening up an important branch of trade. In this, it is to be hoped, Canadian manufacturers will succeed in wresting a valuable share.

The market for agricultural machinery of all descriptions in Russia is large, the annual consumption being roughly 90,000,000 roubles (rouble equals 51.5 cents); or about \$45,000,000. Of this amount, 40,000,000 roubles worth was imported, 13,300,000 roubles worth of which are from the United States, chiefly reaping machinery.

The recent denunciation by the United States of the Russo-American Treaty of Commerce has caused the Russian Board of Agriculture, in view of the uncertainty as to the future commercial relations between the two countries concerned, to take



The Modern Way

With THE BIG FOUR "30" and the Hansmann Binder Hitch (for which we are exclusive sales agents) harvesting the crop is no longer the risky, expensive, uncertain operation it was with horses. The BIG FOUR "30" and the Hansmann Binder Hitch represent the maximum of efficiency and the minimum of time, labor and expense in the harvest field. You should have the agency for this great modern combination.

Write NOW for complete information about horseless harvesting with THE BIG FOUR "30."



Gas Traction Co.

First and Largest Builder in the World of 4-Cylinder Farm Tractors.

Market and Princess Streets,

Winnipeg, Man.

Can. Factory:

General Office and Factory:

Minneapolis, Minn. U.S.A.

WINNIPEG

WHY OWN WEBSTER'S NEW INTERNATIONAL DICTIONARY

THE MERRIAM WEBSTER?

Because it is a NEW CREATION, covering every field of the world's thought, action, and culture. The only new unabridged dictionary in many years.

Because it defines over 400,000 Words; more than ever before appeared between two covers. 2700 Pages. 6000 Illustrations.

Because it is the only dictionary with the new divided page. A "Stroke of Genius."

Because it is an encyclopedia in a single volume.

Because it is commended by the Courts, the Schools, and the Press as the one supreme authority.

Because he who knows Wins Success. Let us tell you about this new work.

WRITE for specimens of the new divided page.
G. & C. MERRIAM CO., Publishers, Springfield, Mass.
Mention this paper, receive FREE a set of pocket maps.

a whole series of measures for the removal or at least the gradual weakening of the dependence of certain branches of Russian industry on importation from the United States, more especially as regards cotton and agricultural machinery.

The home supply at present in Russia being inadequate for the demand, the Russian Board of Agriculture now proposes to direct its attention to the manufactures of other countries in this connection, to replace those from the United States. With a view, therefore, to the practical realization of these measures, the board proposes:—

(1.) To authorize the agent in the United States of the Russian Board of Agriculture to personally investigate the conditions of production in the big works of Canada, to ascertain prices and conditions of export to Russia of the agricultural machinery in question and parts of the same, and to purchase types of the same for trial in Russia.

(2.) To enter into communication with works in Sweden, Germany, the United Kingdom, and Austria-Hungary, manufacturing agricultural machinery, to ascertain prices, conditions, etc.,

and to purchase the best types for trial in Russia.

(3.) To make the necessary preliminary preparations, by means of a competent staff of experts, for the trials of the types of machinery received.

The Council of Ministers has assigned to the Board of Agriculture 20,000 roubles (about \$10,000) towards the realization of these measures. In addition, the Board of Agriculture considers it necessary by every means possible to encourage a rapid development of the Russian make of reaping machines. Among the measures recommended are the following:—Privileges to Russian manufacturers on first installments of the requisite frames and plant, remission of customs duty on the latter, and favorable credit terms.

Canadian exports of agricultural machinery to Russia in 1911 amounted to \$1,060,496. This was overshadowed by the supplies brought in from the United States, but in view of the developments referred to, the Canadian exports might properly be expected to increase.

The self made man always pays particular attention to his vocal organs.

New Arkansas Farms.

A movement is on foot to direct about 200 practical farmers from western Pennsylvania to the state of Arkansas. The enterprise is being conducted by the Southwestern Land Company of Pittsburg, of which T. F. Vankirk is the general manager. The company owns about 10,000 acres of land in Frew, Desha and Chicot counties, upon which some of the homeseekers are to be colonized. The company proposes to sell fifty-acre farms to each family, giving them six years in which to pay for their property. In addition to selling the farms on six years' time, the Southwestern company proposes to build a residence, barn, dig a well and equip every farm with the necessary live stock and farming implements.

Exhibition of American Plows.

The Taihoku Seito Kaisha Co., who run an American-built sugar factory in Japan,

have recently given an exhibition for the benefit of their farmers. The practical features of the occasion were demonstration in soil preparation and fertilization, exhibition of specimens of cultivated cane, and display of American plows and cultivators. If such exhibitions were followed by an aggressive sale campaign by American exporters of agricultural implements, American plows would soon displace the crude plow so familiar throughout the Orient.

Weak Spring and Misfiring.

A weak or broken inlet valve spring will make its existence known by a lot of misfiring. The same symptoms will indicate a broken or bent valve stem or carbonized and pitted valve seats. If the valve spring, for instance, has lost its temper, and does not hold the valve properly to its seat, the gas will escape, with the resultant misfiring. A new spring should be substituted at the earliest opportunity.

The

Inter-Provincial Fair

BRANDON - MAN.

July 22 to 26, 1912

THE BEST YET

THE ONE YOU LIKE

Live Stock Department

A Magnificent gathering of all the finest Breeds of Horses, Cattle, Sheep and Swine. Every stock-raiser can afford to come miles to see this exhibit and add to his store of useful knowledge. The high prices all classes of live stock command has created much interest in their breeding and they make this exhibition doubly attractive.

Machinery Department

This will be the most interesting exhibit of Farm Implements and Machinery ever made in Canada, teeming with the clang, clatter and buzz of inspiring noise. There is pleasure and instruction here for every visitor to our Big Fair.

**Exciting Races and Special Attractions Daily
Excursions and Single Fares on all Railroads**

For Prize Lists and all other information apply to

R. M. MATHESON,
President.

W. I. SMALE,
Secretary and Manager.

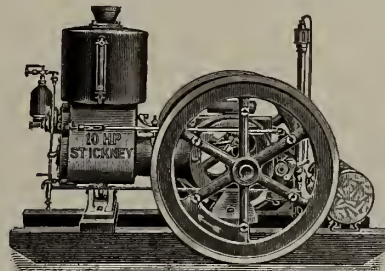
YOU ARE BEHIND THE TIMES

if you do not handle our line. Level-headed merchants have realized it, and thus they became "Ontario" dealers.

ARE YOU ONE? If not, become one. It helps you build up for permanent success, for the man who buys with BOTH SIDES OF HIS DOLLAR seeks the "ONTARIO" Agent.

We are ready to offer you an attractive proposition of immense possibilities. Write us TO-DAY.

We are sole Agents for the "FLOUR CITY" Tractor, the famous Gold Medal Winner. YOU should handle it.



STICKNEY AND CHAPMAN GASOLINE ENGINES

No dealer can afford to pass up the increasing trade which invariably results from their sale.

"CLIMAX" WELL-DRILLING AND "DEMPSTER" BORING MACHINERY

Another splendid line. Money makers for YOU, money makers for your Customers. A contract for the Climax and Dempster Well Drilling and Boring Machinery practically gives you the control of the Well Drilling Machinery trade of your territory.

Windmills, both Power and Pumping, Aylmer and Toronto Pumps, Cylinders and Pump Supplies, Toronto Grain Grinders, Roller Crushers, Steel Saw frames and Aylmer Standard and Pitless Scales, in all styles and capacities.

We are Exhibitors on the "MADE-IN-CANADA EXHIBITION TRAIN" calling at the principal towns from May 15th. to July 3rd. Be sure and see us.



ONTARIO WIND ENGINE AND PUMP CO., LTD.
CALGARY WINNIPEG TORONTO

A Store There Was—

Right now, in my mind's eye, I can see a rising western town I know. I can see the dry, cracked, street surface, the switchback sidewalks, the ponies hitched up to the posts along the main street. Round the front of the two wooden hotels, resting in picturesque indolence, I can see again the dishevelled figures of the local units who belong to the cohorts of the "born-tired." Away to the south, over the rise and fall of the prairie, lies a thick, white cloud of dust from the homesteaders' wagons making for Fifteen Mile Village. Out to westward stands the landmarks of the prairie — the wheat elevators; and away, clear to where the rim of the prairie touches the dull, brazen, copper heat of the sky, flickers and dances the heat waves until the glare bedims the eyes, and one longs for the cool wind that will come from the west at nightfall. Right on the main street, about a hundred yards from where the grunting engine yanks freight cars about the maze of the rails in the freight sidings, stands the retail implement store I have been thinking of. Beyond it, further up the street, stands two or three other implement stores, but they are in magnitude as the stars of the Milky Way to a dazzling planet. Inside, The Store is divided into two sections; one being entirely devoted to the tool and hardware business. Farther along the frontage, through a plate glass window, I can see the manager sitting at his roll-top desk. He is principal shareholder in the company, the man who runs the whole works. Beyond him, at yet another oaken edifice, the Secretary and Treasurer sits, his feet on the desk, and a cigarette in his face, strenuously—oh no, not worrying over profit and loss—but calculating the runs made the season before, per player, by the local baseball team. One farmer is seated with the manager haggling over a money loan, about half a dozen are waiting their turn outside on the sidewalk. Beyond the large two storied building is an open space where two or three alleged mechanics are in profound meditation as to which part of a binder fits into "the part with the name on it." If you are so inclined, and choose a shady spot, you will notice that, in an hour, the same faces often appear at the store door, cross the street and disappear into the cooling recesses of

the "Farmers' Hotel." A few muffled clinks and a pop or two supply the reason. No, these are not customers, these are the store assistants. Anyone knows that heat produces a dry condition in the mucous membrane of the larynx, and, moreover, you can't sell 14 pounds of wire nails without assimilating a fearful amount of dust. Any hardware store is a fearful place for dust—these fellows would tell you that any old time. In the implement section one salesman stands in earnest conversation with a homesteader. Ah! at last we see the dynamic force of argument pushed into salesmanship, at last we shall hear a vivid selling description of the buggy they stand beside. Cheered and elevated, my spectral being drifts close to them. I listen to their conversation. I am humble and I want to hear how that buggy should be sold. The salesman is speaking. "No, Jim, I'm derved if I'll sell you the mare for less than \$125; she's worth that any day. Look you, I bought her from Lem Smith, an' she's been feedin' out on the homestead for nearly three months. You'd be plumb foolish to buy that horse from Fred Jones; any blind bum could see she is all gone in the kidneys." And so on, and so on, and the buggy stands where it did, and will stand. Somewhat disillusioned my spook personality drifts sadly towards the back of the implement department, where a young man in a Panama hat is working hard adjusting the accelerator connections on an automobile. Oh, no, I don't give the name of the auto — the advertising agencies do that. The energetic youth, aforementioned, is red in face and well covered with a deposit of lubricating oil, gasoline vapor and dust combined. "Now," I murmur to myself, "now I shall see The Real Salesman; the man who knows what he talks about, the man of mechanical instinct who can explain lucidly the points of any type of mechanism from a baby's rattle to an aeroplane eight-cylinder engine. An he is not only a salesman, but a man of mechanical bent. See, he is repairing the auto of some customer who has not the required mechanical knowledge. Wise young man—by such little deeds of kindness he paves the way to get prospects of selling

binders, discs, plows, anything—faster than he can book 'em." I then, spectrally as behooves a spook being, seat myself silently amidst the little circle of spectators on the box of a new wagon (unsold) and listen to the gems of forceful personality that emanate from the lips of he of the Panama hat. "Dodgast this dern adjustment—jus' like the old manager. Asked him if I could have the old auto for to-night. He sure would have grunted, only he wanted the dern thing repaired. What? Goin' collectin'? Nix to that. Mamie an' me are goin' to the Landing out the north trail."

What's the use of any more of it? I could go on indefinitely. Where is the trouble in that implement store in that little sun-baked town. It has a radius of 90 miles to sell implements to, clear around, yet you get every salesman most of the time engrossed with his own homestead, his own seed wheat, his own horse deals, anything but the main factor (that should be), the selling of the implements they stock. In this concern, and in how many others I would not venture to say, the fault lies with the man behind the roll-top desk in the front office. Is he running his implement agencies and hardware business alone? Bless you, no! These men on the sidewalk waiting. Were they wanting an extension of time to pay for some implement? Did they want to see him personally about the buying of this or that implement in stock? No, and again no! They were after repair parts for their automobile that had been stalled for a new piston so long—the manager ran an agency for R—cars. They were there about that town lot over beyond Halley the blacksmith's; the manager dabbled considerable in real estate. They were there after hail and fire insurance; the manager had a side line in that. They were there for "the chance of getting some of your seed wheat," or for facts about "this new elevator company I heered ye was forming." They were there for a whole lot of things, but for mighty little in the real, simon-pure implement trade. I forgot to say that if they wanted any facts anent local baseball the secretary-treasurer of the company could tell them that "Jerry was certainly the best pitcher this burg has ever seen." Also, along with glass, tar-paper or tin tacks, every clerk in the store could serve them with

Ty Cobb's family history. You see some of those clerks held their job purely because of their baseball prowess, not because of the total on their selling tablet at night. I only quote one instance as I actually experienced it. It's plain facts, and it may be the case in many other towns on the western curve of this old continent. A boss who is digging into everything at one time influences his men to do likewise. Each man pleases himself mostly, and, being human, endeavors to make his own financial world rosy during the time of the company he represents. No manager can grab more than his hands will hold, and his salesmen know he is dealing in all sorts of business, and he knows they know and consequently loses a grip on them. The firm I have quoted is now bust—defunct. Can you wonder? I am only of the opinion that any firms run on like principles will, like the young man at the automobile, "Go to the Landing"—and the name of that Landing shall be—Smash.

The Passing of the Indian.

The Indian is changing, and it is a far cry from the war-whoops of the early days to the chaffering over bargains in the company's department store. In the pioneer days of the paleface it took many terms in durance vile to convince the Indian of the moral iniquity of stealing cattle. The white men had slain his cattle—the buffaloes—and his view of things did not comprehend why he should not by the same logic slay the cattle of the white man. At all times it has been very difficult to penetrate the instincts of the acts of the savage. It was futile to appeal to his higher instincts in this relation, for it was impossible for the Indian to see things in the same light from the standpoint of ordinary honesty. Many solid chunks of argument and logic were tried and found futile, in fact, a few terms in prison proved far more effective in the case of this child of the wilderness. We have all got a supreme sympathy for the fact of the caged bird, yet, after many different methods it was found the only possible solution for the rectification of the Indian. Through that method the difference betwixt right and wrong ultimately adhered to the brain behind that dark and expressionless countenance, and the Mounted Police at last received their due as

wardens of the law on the western prairies. The Indian at last had to acknowledge that the white men had a code excusing many things from the standpoint of their personal interests, which they headed and entitled the advance of civilisation. But all this has passed and is as a faint memory. The wanderer of the plains now pathetically surveys the placards in the windows of the real estate office, and with open mouth and hentoos, gazes with stolid contempt on the atrocity of the latest pursuit of fashion known as the hobble skirt. He is stripped of his former grandeur and is but an effigy of the stately centaur who breasted bluff and coulee in the days now dead. The white man advances bearing in his vanguard the symbols of his civilisation, which are the Bible and the bottle. His diseases and his vices are doing their utmost to make the Indian a thing of the past. In the past, when the Indian was no mean foe, tuberculosis was an unknown thing with him; now, with the advance of civilisation, despite the open life he leads, the foetid atmosphere of the teepee seems to encourage this scourge of slumdom. Alcohol, including

perfumery and patent medicines, is slowly and surely doing its work, and its weakening influence is apparent in every encampment. The segregation on the reserves may be an excellent idea, yet it only tends to hasten the rapidity of the work of destruction. Segregation is not responsible for the mating of the female children, but it leads to an intermixed family relationship that is assuredly productive of rapid deterioration. Any man may safely assume that a few generations of intermarriage between dukes and dairymaids would be greatly beneficial to the physical strength of the future scions of dukedom. Intermarriage in any community, in any branch of the human race, must assuredly tend to the ultimate deterioration of that race. That has been proven time and again in the life of nations, and in many cases the intermixing of races is only productive of the vices of both and of the virtues of neither. We cannot say whether the chronicles of the poets have borne truth regarding the Indian and his achievements, but if these noble deeds were done, and if that noble prowess was a part of the past, we can only deplore the rapid decay and

deterioration of a race that once merited the song of the poet and the eulogy of the writer. The decay of any nation is no pleasant thing to contemplate. Rome rose and fell, Spain was a planet among the constellation of the nations—now she is a memory. We can find little to praise in the modern Greek compared with the great orators and statesman that once peopled that archipelago; and now we have before us the passing of a race that shall soon sink into the pages of history as did the Aztecs and Incas of the past.

Acid for Canadian Clay Roads.

It is announced from Toronto that experiments in treating clay roads with a solution of "tannic acid" will be conducted by W. A. McLean, provincial engineer of highways, during the coming spring and summer. It has been recommended to the provincial roads department that this treatment will give a wonderfully hardened surface of clay, rendering it tough and rubbery, and a surface that will last well, and not be readily softened by even persistent rainfalls. It will also keep down dust.

Horse Flesh as Food.

We see it claimed that only the increased use of automobiles prevents a shortage in the supply of horses in Austria-Hungary, amounting almost to a calamity to the business interests, and even with the numerous petrol engines trade is handicapped. Since 1908 the monarchy has exported more than 200,000 horses, chiefly to the Balkans and Turkey, and now Italy is buying thousands of remounts for war purposes in Tripoli. The situation is aggravated by the decrease in the breeding of horses, large areas of pasture land in Hungary having been converted into cultivated fields, and even with the combined products of government and private stud farms the country is no longer able to meet the domestic demands. Instead of the motor cars making horses cheaper, the reverse has happened.

Horses for slaughtering purposes have quintupled in value, while the demand for horseflesh has greatly increased, owing to the general rise in the cost of meat and other food of nearly all kinds.

Dealers Who Desire —

To secure the Automobile Tire Business, should get in touch with the **TRIPLE TREAD MFG. CO., LTD.** Their tire stands alone; it is without doubt the **coming tire.**

ITS ADVANTAGES:

- IT** gives twice the mileage of an all-rubber tire.
- IT** is a rubber tire faced with 3-ply chrome leather set with hardened steel studs.
- IT** is practically puncture proof, and will not skid.
- IT** can be re-treaded when worn at about half the original cost

Write for our Testimonials, the following is one of many:

Triple Tread Mfg. Co. Ltd.,
52 Gertie Street.

350 William Avenue,
Winnipeg, Man., May 20th, 1912.

Gentlemen:—We have been using your treads on our motor truck for some considerable time and wish to express our satisfaction on the way they have served us.

One of our treads has run seven thousand miles and has never been off the rim, and is probably good for two or three thousand miles more. Three other treads we have, ran four thousand miles with hardly a sign of wear and have never been off the rims. We believe your treads to be a great saving to users of motor vehicles, and again express our entire satisfaction with them. We are, Yours truly,

THE RIPPENGAL ELECTRIC CO.
(Signed) N. A. Rippengal, Manager.

Our traveller is at your service, and a line from you will receive immediate attention.

We help Agents in every possible way to get business—you cannot get a more profitable specialty. Ask for our proposition.

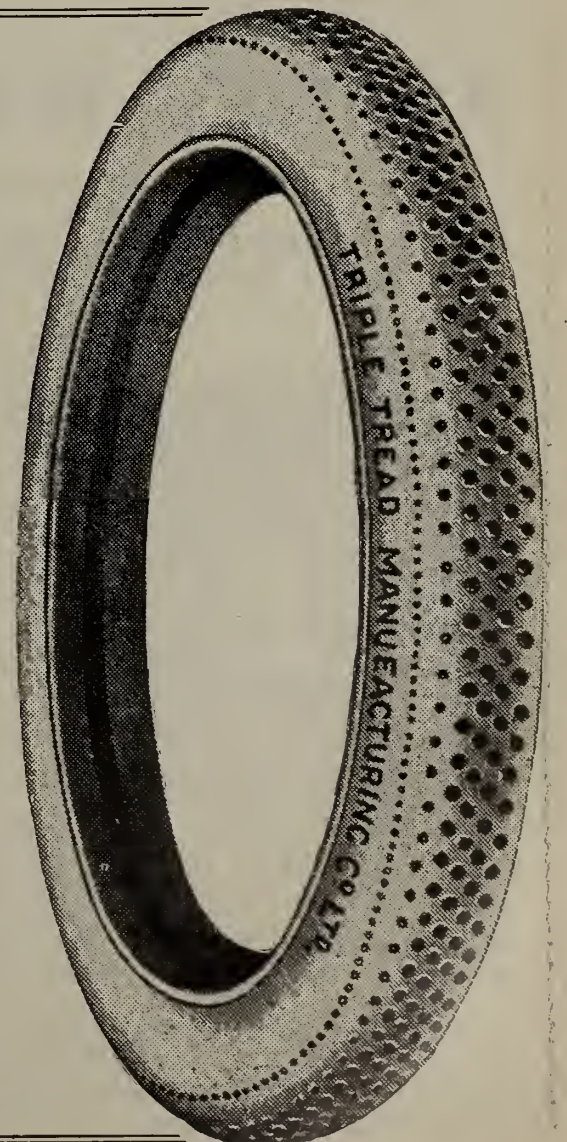
Triple Tread Manufacturing Co. Ltd.

52 Gertie Street, Winnipeg, Manitoba

Factories: Chicago, San Francisco, Winnipeg



Sectional View,
Showing Tread Construction.



The Growth and Manufacture of Cork.

The cork tree is a species of oak whose outer bark, which is the commercial cork, or "cork-wood," is first harvested when the tree has a circumference of about 16 inches, and thereafter regularly every 9 or 10 years throughout the life of the tree. The best bark, from a commercial standpoint, is procured when the tree is from 50 to 100 years old. Stripping the bark, which is usually done during the summer months, is necessarily a rather delicate operation, since great care must be taken not to wound the tree. The method of cutting, according to a consular report from Seville in Spain, is by a hatchet, which perforates the bark in complete circles at the base of the tree and at the lowest fork of the branches. This cylindrical coat is then cut vertically in the shape of the old Roman concave shields, and is removed by prying with a wooden wedge. The same treatment is accorded such larger branches as will yield bark at least one-half inch in thickness. The thickness of the bark stripped from the main trunk sometimes is more than two inches,

and the total yield of the tree occasionally reaches 500 pounds, though the variation in this yield varies enormously, from 50 pounds upward, in accordance with the age and size of the tree. After having been stripped the bark is generally left for a few days to dry. It is next weighed and taken to the boiling station. The simple boiling makes the bark soft and flexible, and, which is quite important, renders easy the scraping off of the woody, weather-hardened outer coating, which is commercially useless. Sometimes the cork is boiled near the cork forests; in other instances at the shipping points where the cork factories are situated. At these factories the cork is sorted with great care, according to quality and thickness, and is then (if for sale as raw cork-wood), baled for shipment. By far the greater quantity of the cork yield of Spain is exported as raw bark to England, Germany, Austria and the United States. Local factories in the province of Andalusia, Spain, produce a relatively small supply of manufactured articles

in cork, although, owing to the installation of machinery, the output and exportation of these articles are rapidly increasing.

In manufacturing these articles there is always a great amount of unavoidable waste, which is largely exported in the form of cork shavings, for use in making different forms of linoleum. Of all the uses to which cork-wood is put, the manufacture of the ordinary adjunct to a bottle still remains pre-eminent. Formerly corks were made almost entirely by manual labor; the workers cut the bark into small cubes, from which they whittled each individual cork by hand. In some districts this slow and laborious method is still in vogue, but all the larger factories use very satisfactory machinery for the stamping and rolling of corks and discs. Some of these factories have produced inventions of cork-making machinery for special kinds of corks, which are most ingenious. The manufacture of an ordinary bottle cork is a very interesting process. Before use at the factory the cork bark in loose bales is boiled to render it quite pliant, and when dry is sorted into at least ten different grades of quality and thickness. This sorting is necessary to reduce the chance of waste, for corks are not cut from the bark vertically, as the bark is cut from the tree, but transversely, and are hence limited in their diameter rather than in their length. After sorting, the sheets are cut into strips and squares, according to the length of cork desired. Next the cylindrical form of the cork is carved out of the small square block, polished on a sand-papering machine, and finally washed, sorted and disinfected. The corks are bound by an ingenious machine, and shipped in sacks of strong burlap containing 100 to 150 pounds. Cork disks, for lining metal stoppers, are fast becoming an important factor in the cork industry, their production being effected by rapid and simple machinery. Insoles, life-preservers, cigarette tips, instrument handles, polishing wheels, carburetor floats, insulation of pipes, and many other things, use up the present supply of the cork bark of the world. Practically one half to two-thirds of the total material in cork manufactures are wasted, only these shavings are now-a-days used largely for cork tilting and other composition articles.

Gasoline Engines in South Africa.

A recent consular report from Johannesburg states that in the agricultural districts in South Africa there is a considerable demand for portable gasoline engines, from 1½ to 4½ h.p., complete with cooling tank and mounted on portable platforms.

These engines are principally used for pumping and feed cutting. There is also a fair sale for stationary gas engines of 10 to 30 horse power for driving stamp batteries in some of the smaller mines of the outside districts of the Transvaal.

In Johannesburg and in practically all of the Rand districts where current is procurable electricity is used for motive power by the different companies engaged in manufacturing and engineering pursuits as the required installation is less expensive than with individual power plants.

Few engines are used in the district for traction plowing, although there are occasional demands for them as a result of outbreaks of East Coast fever, which causes considerable mortality among oxen, thus necessitating the substitution of traction plowing. It is stated that the cost per acre of traction plowing is \$1.10, owing to the high price of oil, against 67 cents when oxen are employed.

There are many types of gas and gasoline engines on the market there, principally of British manufacture, and practically all of the machinery houses have agencies for these lines. The sales, however, are not very large. Windmills are almost entirely employed for pumping purposes on the farms.

South Vancouver Improvements.

It is stated that the City Council of South Vancouver recently put through an appropriation of a large sum for the following purposes: — \$100,000 for sidewalks, \$900,000 for roadways, \$325,000 for waterworks, extensions, and \$505,000 for school buildings, a total of \$1,830,000. South Vancouver has been growing at a mushroom rate during the last few years, and it is predicted, and apparently rightly, that it will in a short time be one of the largest, as well as one of the most desirable cities, from a residential standpoint, in the Dominion. It is to be commended on the enterprise and ambition displayed by its many representative citizens.

AGENTS WANTED

FOR AN EXCEPTIONALLY GOOD LINE OF

**Gasoline Engines, Concrete Mixers
Concrete Moulding Machinery, Etc.**



This is the age of concrete construction and every dealer in every city, town and village, no matter how large or small should have an Agency for Concrete Machinery.

This cut illustrates our "Northwestern" Improved Face Down Block Machine. It is a machine which answers the requirements of the big contractor for speed; the small contractor for price; the individual builder for ease of operation and understanding; the mason or carpenter because

it is easily and quickly moved around and operated; and the farmer because it is so readily understood and is adapted to the making of every kind of block.

We also handle a line of KNIVES for Binders, Mowers, Etc.

Write us at once for Dealers' proposition.

G. B. GRANDY & CO.,

20 PRINCESS STREET, WINNIPEG, Man.

The Seller Smiles

WHO HAS CONTROL OF THE McLaughlin-Buick Automobiles



Model No. 43, fully equipped, \$2575.00 F.O.B. Winnipeg.

We still have some territory open, and will consider Agency propositions from reliable dealers in unallotted territory.

Our line comprises 10 models, the prices varying

from \$1,300 to \$3,750.



Model No. 35, fully equipped, \$1440.00 F.O.B. Winnipeg

He has a line that has placed many a Dealer in a sound and independent position. These Cars are self-advertisers; every owner eulogizes their mechanical efficiency and compact and powerful construction. The motors develop power far in excess of their rating, and are the ideal engine for covering the trails of the West.

McLaughlin Carriage Co. LIMITED.

Cor. of Princess St. & Ross Ave., Winnipeg

Branches at Regina, Saskatoon, Calgary



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well known, widely advertised

Hart-Parr Oil Tractors

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water, or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.

Regina.

Saskatoon



Wanted

LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.

The Oldest Established
Business of this kind
in Canada

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

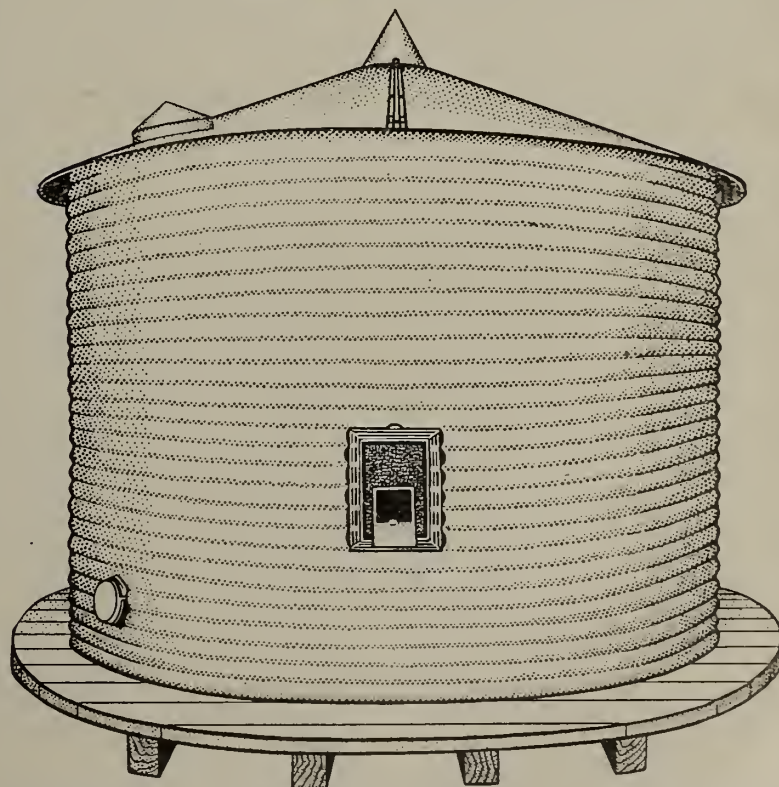
Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited
(Successors)

HAMILTON

ONTARIO

Portable Corrugated Iron Granaries Proved Best by Years of Use."



TWO SIZES.

850 and 1050 bushels capacity

SIX STYLES.

[Get our Literature and Agency proposition. It means money to YOU.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Corrugated Iron, Shingles, Siding, etc.

P.O. Box 2186 F.

Winnipeg, Man.

Sense in Stocktaking.

Every good business man takes stock at least once a year. It does not matter whether he is a wholesaler, retailer, or manufacturer, the necessity of taking stock is the same in each case. There is a class of people who say to themselves, if they think of the matter at all, "We don't keep goods to sell; what is the good of taking stock?" This reveals a common fallacy about stocktaking. It should be thoroughly grasped by every man of business that stocktaking does not mean the mere taking of an inventory of goods. It means, in the broadest sense, a general survey of the business, a determined effort to find out just where we stand, how much we are worth in plant, how much in stock, how much in book debts, whether our returns are balancing the expenditure. It is a troublesome business. It wants a lot of patience. It needs a lot of determination to do stocktaking thoroughly, but when it is done one is well repaid by the satisfaction of finding our stock and debts that have been overlooked, things are costing more than they ought, and times of expenditure which have increased out of proportion to the increased trade. One finds, too, that probably personal expenditure is increasing faster than one's income justifies. Stocktaking, then, is, or ought to be, a thorough examination of the whole state of the business one is carrying on.

We fancy there would be less price cutting in certain businesses if the cut-throat firms carefully took stock of their concerns at least once a year. It would be a revelation to them to find that nearly all their profits were being swallowed up by the "cut" of one or two cents in some price rate. The reduction seems very small on an individual job, but it is a big thing on a year's turnover.

Stocktaking teaches us the truth of the old Scotch saying, "Many mickles mak' a muckle," and is a thing worth doing if for no other reason than to train us to habits of carefulness.

Another feature about stocktaking should be carefully observed. In estimating the value of your plant do not forget to consider how much it has depreciated. It is no good putting down what you gave for it years ago. It may be all obsolete now from a selling point of view, though your men may be getting along with it some-



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager

822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JUNE, 1912.

how. It is no good putting down as good assets a lot of stuff the junk-shop man would want paying for carting away, and deluding yourself into the belief that you have a potentiality of wealth in your plant. If you want your plant to show up well as an asset you must buy good appliances to begin with, have them handled carefully as you go along, repair them as soon as anything goes wrong, and when you think any piece of apparatus is getting obsolete, sell it off as speedily as possible, whilst something can be got for it, instead of waiting till the time when people will not buy it at any price.

If you have consistently written off something for depreciation of your plant every year you will soon be able to tell whether it will pay you to sacrifice some of the old stuff and have new and up-to-date material in its place. The times are already changing, and you must change with them if you would "be in the swim." Stocktaking should tell you if you are moving with the times. If you are not, you might as well retire at once, for you will have to before long, and it will probably be under unpleasant circumstances.

An Opportunity for Implement Dealers.

The cry of many men has been the sorry slogan of lack of opportunity. So many of us

have the pathway of progression through our individual world strewn with the word "if." Let us point out that an opportunity occurs shortly for every implement dealer, both near and far; and at least we shall purr in satisfaction that we have warned, and according as ye listed ye came or ye came not. Our warwhoop is that which we would have you note, register and endorse. Make a point of being at the Canadian Industrial Exhibition in Winnipeg, from July 3rd to 20th, or as long as you can spare between these dates. The fact of the motor competition alone should be productive of a large and representative attendance of agricultural implement dealers. The supreme importance of the gas engine as a constituent part of every modern stock of farm implements should warrant the greatest manifestation of interest on the part of all implement dealers. Even from the point of view that the exhibition will denote the certainty of how the motor industry has attained a position of invulnerable respect in the trade, does not seem to us to be the main issue, for more important to the dealer will be this ideal opportunity for him to acquire a thorough knowledge of gasoline engines which will be of the greatest assistance to him as a salesman. The majority of dealers, both in the matter of selecting engines to sell and in meeting the competition of other engines, labor under a lack

of detailed knowledge regarding particular engines, which means a great deterrent to them when pushing sales. Every dealer may not be a mechanic, but it is essential for him to master the mechanical pros and cons of the mechanism and construction of the engines he is likely to meet in his district. By such an opportunity as this he can greatly augment his knowledge and get a discrimination between this engine and that which will enable him to base his arguments, and reply to criticism when selling. He will see engines, tractors and plows in operation under conditions which will allow a fair and unbiassed comparison of their different merits or demerits. Their actual performances will appeal to his mind more than will a carload of advertising literature; he shall see a verification of their strength or stability; shall see their capacity and possibilities; in short, will be able to form his impressions and opinions upon the greatest factors in the selling world — Truth and Proven Worth. A man may not be able to afford many things, but he cannot—if he be a wide-awake implement dealer—afford to be absent from this demonstration of facts and possibilities.

The Perfect Salesman.

There once lived a man who had these beliefs: He believed in the goods he was selling; in the firm he represented; in his professional ability to produce the goods. He believed in old-fashioned honesty; in doing as he would like to be done by; in selling his goods by honest and above-board methods. He believed in working, not in waiting for results; he let the world hear his laughter, not his lamentations; he, unlike many men, found a joy in his work. He believed in persistency, that effort applied in a desired direction produced ultimate results. He had reverses, misfortunes; hit hard days and harder times, yet he held on to his faith in his own ability; and gave the lie to the shrinking ghouls of failure. For him work became a form of prayer; for all honest work and effort is a reward to us for the joy we should win by it. He believed in courtesy, in treating all men as men, as potential gentlemen whatever facet of their character they revealed to him. He did not belittle and deride his competitors; he believed in the theory that we must live and let live. What-

ever faults he had they were very, very pardonable; he made the world a better, more congenial place. He was a Perfect Salesman.

Brain vs. Brawn.

Many brain workers are drawing salaries that make the average hard working pick and shovel man green with envy. They are doing a man's work—it pays to do a man's work—it pays to study one's occupation thoughtfully and apply what remedies one considers necessary to its several ailments. The man who does a mule's work, or the work of a machine, may look only for the pay of a mule, or the recompense of the machine; he is merely competing with brute or mechanical force and cannot expect to rate with the wage of a man with more than muscular ability. Whenever you find a man who has prospered you will also find that thought has done much to accomplish his prosperity; the manual labor of the day has been but the carrying out of a carefully thought plan of commercial action.

The Travellers' Decalogue.

Someone pasted this in our hat the other day, who is responsible for the lines, who the one is who evolved these words of wisdom we regret we cannot advise, but they are good ones, and it may be that a few of them would be worth adding to the daily mottos of knights of the road who call on the implement dealer:

1. Remember the ones at home and don't fail to remit thy weekly allowance, rain or shine.
2. Treat thy weekly customers as the most valuable assets thou hast except the ones at home.
3. Don't try to sell goods to an aesthetic person by puffing cigar smoke in his face lest he take offense; don't invite a prohibitionist to drink with thee.
4. Don't charge thy firm for rides that thou dost not take nor pad thy expense account in other ways.
5. Don't tell thy customer that he should buy something when thou knowest he shouldn't, lest he fail and thou hast no customer left.
6. Be a good fellow only when there is nothing left to do and the trains are late. Thou mayest lead a brother traveller too far in fellowship.
7. When trade is poorest smile the most and jolly the loudest.

See how many new stories thou canst circulate along the road to cheer up others.

8. Don't discourage the less modest by boasting of selling car-load lots when in truth thou hast sold but an armful of thy wares.

9. Laugh at the hoodoo "13" by demanding hotel rooms, berths and other accommodations bearing that number.

10. Don't swear at poor hotel accommodations; change thy stopping place and all will be well.

Make Friends by Advertising.

Advertising is the world's greatest index; and advertising is useful according as it is positive. Just as a man's greatest asset is the greatest number of friends he can make, so it is with an advertisement. To make friends by his advertising an advertiser must have ideals; and his ideals must be always higher than his present attainments.

When the ideals in an advertisement are high the product is forced up to a higher standard, for the product must live up to the advertisement. That is what is meant by making ends meet. It has long ago been discovered that questionable advertising will not pay from a business standpoint.

A Popular President for the Winnipeg Board of Trade.

We are more than pleased to announce that Mr. E. A. Mott, Western general manager of the Cockshutt Plow Company, has been elected to the Presidency of the Winnipeg Board of Trade. The choosing of a man connected with the implement business is undoubtedly a great recognition of the importance of the ranks of the implement dealers, denoting as it does the cohesion between the general and agricultural trade in Western Canada. The West in Canada is in many ways synonymous with the advancement of the agricultural implement business, and it seems more than fitting that a director of the wellfare of this branch of business in the West should belong to the legions of the implement world. Between Winnipeg and the Rockies lies a vast acreage of farming soil. Much of it has been absorbed, while much still remains virgin prairie as it was in the days when the buffalo roamed at large and when the wandering bands of Indians cast their silhouettes against the evening skies. Across this great



E. A. MOTT.
President of the Winnipeg Board of Trade and Western General Manager of the Cockshutt Plow Co.

stretch of soil the modern implements of the farmer have made their appearance. They have circumvented distance and dimension, and have proven their utility wherever men have tilled the soil. The men who have helped to conquer these windswept regions and pathless wilds are no mean factors in the steady progression of civilisation. First comes the individual, and after the individual comes the method; and no man can gainsay the fact that the modern farm implement has been one of the foremost pioneers of the world's civilisation. To us it seems eminently fitting, standing as we are on the threshold of the great farming district of our country, that a man like Mr. Mott should be chosen to hold the position of President of the Board of Trade in this the "Gateway of the Prairie." Even more gratifying is this fact to the fraternity of implement dealers since, as many will recollect, a former member of the trade, H. W. Hutchinson, manager of the John Deere Plow Co., formerly occupied the prominent position as President of the Winnipeg Board of Trade.

Pretty Tall.

Pat had gone back home to Ireland, and was telling about New York.

"Have they such tall buildings in America as they say, Pat?" said the parish priest.

"Tall buildings, ye ask, sur?" replied Pat. "Faith, sur, the last one I worked on we had to lay on our stomach to let the moon pass."

Personal.

W. H. Downey has opened up a new implement store at Holland, Man.

A. Lacerte has commenced a new implement business at Marcelin, Sask.

G. C. Griffith has recently opened an implement store at Bowsman River, Man.

A. T. Hutchison has commenced a new implement business at Strongfield, Sask.

The implement business of W. J. Kerr, Lanigan, Sask., has been assigned to J. H. Anderson.

The implement business of A. F. Vaison, at St. Rose du Lac, Man., has been assigned to C. H. Newton.

Abriam & Leppky is the name of a new implement firm who have hung out their sign at Dalmeny, Sask.

Grerg Bros., have taken over the implement business at Reston, Man., formerly carried on by L. W. Jackson.

Brown Bros. have given up their implement business at Bladworth, their successors being Wynn & Pinder.

Thos. Graham has enlarged the business activities of Pilot Mound, Man., by the addition of a new implement concern.

John Pitchko has opened a new implement store at Howell, Sask. We trust that he will do big business. Go ahead, John, Pitch-in!

Hills & Howes, implement dealers, Warman, Sask., have dissolved partnership. P. H. Hill, will plow a lone furrow from now on.

J. Duncan, the trade veteran, has transferred his implement business at Glenboro, Man., where he will be succeeded by A. H. Wilson.

At Elbow, Sask., we note a new company has been incorporated. Its official title will now be the J. J. Fallis Hardware & Implement Co., Ltd.

We note with regret that the firm of J. Adair & Son, Treherne, Man., have recently suffered considerable loss through a fire in their premises.

The firm of E. L. McVicar & Co., implement dealers at Indian Head, Sask., has been closed down. The name of their successors are Blair & Elliot.

The firm of George & Phillips, implement dealers, Keeler, Sask., has discontinued operations. Their business has been taken over by E. W. Garner & Son.

H. F. Grabinsky, who formerly had an implement store in

Hague, Sask., has ceased operations. His business has been taken over by Jacob W. Harmes.

Rhein, Sask., has lately seen its business world enlarged by the opening up of a new hardware and implement company, known as the Rhein Trading Co.

Partridge Bros. are partners in a recently started implement business at Saltcoats, Sask. We offer them our heartiest wishes for success in their new venture.

C. H. Watson, Saltcoats, Sask., has taken a partner into his implement business. The new firm will do business under the heading of Watson & Ronald.

Oak Lake, Man., records a change in the ranks of the legion of implement dealers, A. MacDonald falling out of line, while his place is taken by W. Cochran.

Geo. M. Hertlein has commenced a new implement concern at Langenburg, Sask., which should help to widen the scope of selection in that district.

Gray & Lloyd, implement dealers in Ceylon, Sask., have dissolved partnership. The business will in future be carried on under the managership of D. C. Gray.

A. C. Lapierre, jeweller and implement dealer, St. Paul de Metis, Alta., has found it necessary to admit a partner to help him along with his growing business.

T. H. Claypole has commenced a new hardware and implement store at Vanguard, Sask. We trust that he may do all the business his progressive policy deserves.

Edwards & King have given up their implement store at Vibank, Sask. Their stock has been taken over by a new firm trading under the name of Huck & Leboldus.

G. M. Stewart has lately opened a new implement business in the town of Macrorie, Sask. We hope that he may do good business in his new departure at this western point.

Rowley & Taylor, implement dealers, have decided to get some of what is going around at Hawarden, Sask. They have lately opened up an implement store at that point.

The firm of Groat and MacPherson, who ran an implement business at Elkhorn, Man., have closed their premises, while, at the same point, the firm of Johnson & Axelson have altered their sign, B. L. Axelson plowing a

lone furrow in the implement field in the future.

Edwards & King have opened up a new implement and hardware store at Odessa, Sask., while at the same town J. Neigel has given up his share of the local implement business.

There has been a change in the personnel of the firm of Hoffman & Hagerty, Annaheim, Sask. The reconstructed firm will do business under the heading of Hagerty & Galtz.

J. J. Fallis has increased his hardware and implement business at Elbow, Sask. The concern will now trade under the heading of the J. J. Fallis Hardware & Implement Co., Ltd.

We are pleased to observe that J. J. Taylor & Son have augmented the business resources of Cudworth, Sask., by the addition of an implement business in that thriving locality.

The town of Maclean, Sask., has seen a change in the implement world. The business formerly carried on by H. T. Shaw is now being managed by two partners named Pedlar & Johnston.

At Moosomin, Sask., the implement firm of Paul & Moran has sustained a diminution in its management. The former partner has retired, the business now being controlled by W. W. Moran.

Blaine Lake, Sask., is going ahead as an implement centre. Its latest adjunct in that line is a new firm run by Huering & Perry. We wish them luck in their implement venture in this district.

The town of Czar, Alberta, has received an adjunct to the implement trade. J. H. Honey has recently commenced a business at that point. We trust that he may have success in his venture.

H. Mawhiney has retired from the control of his implement business at Three Hills, Alberta. He has as a successor A. E. Smith, who will carry on the implement business in the usual location.

T. Rasmusson, who ran an implement and hardware business at Liberty, Sask., has retired from business. He will be succeeded by a newly started firm under the heading of Smith & Duncan.

The implement firm of Knudtson & Reinertson, Fenwood, Sask., have recently changed their personnel. The last named partner has retired from the concern, the firm now trading un-

der the name of Knudtson & Olson.

H. H. Kohlman, manager of the John Deere Plow Co. at their Regina branch, spent a few days in Winnipeg lately.

C. G. Wuthoich, manager of the Calgary branch of the John Deere Co., visited the headquarters of that concern in Winnipeg recently.

Duigman & O'Connor, Webster, Sask., hardware and implement dealers, have dissolved partnership. The implement and machinery side of the concern will, in future, be carried on by D. O'Connor.

Jay & Stevens seem to find Hawarden, Sask., a healthy situation for the implement business. Such has been their success that they have recently opened a branch business at Strongfield, Sask.

Ernest Jackson has hung out his sign as an implement dealer in McTaggart, Sask. While the name of the town has a near and close sort of taint to it, we hope we can prophesy good business for him there.

Swift Current, Sask., is still seeing lots of changes and little decay. The implement business at that live centre has been lately augmented by the opening of a new branch by the Tudhope Anderson Co., of Winnipeg.

At Pipestone, Man., the implement business has had the experience of losing one man and finding two. W. J. Mann has gone into partnership with Morrow, carrying on the business under the name of Mann & Morrow.

At Grenfell, Sask., there has been a severing in the ancient clan of MacLeod. Two brothers of that Celtic cognomen, who had an implement business there, have dissolved partnership—John MacLeod continuing in business.

Chenworth & Young is the name gracing a new sign-board in Briercrest, Sask. This firm will handle a full line of hardware and implements, covering that point and surrounding district. May their shadows never grow less.

The Meldrum, Ellis & Shepard Co., of Cupar, Sask., has reduced its partnership—Shepard having sold his interest in the company. This hardware and implement concern will now be known as The Meldrum, Ellis Co., Ltd.

D. B. Macleod, sales manager, and N. O. Berve, manager of the John Deere interests in Sas-

katoon, were visiting the parent house in Winnipeg a few days ago.

G. C. Lloyd, Dundurn, Sask., has transferred his business to the generalship of I. Parker, while, in the same centre, W. C. Presnell, implement dealer, has been succeeded by a new firm trading under the sign of Morrison & Bowman.

P. J. McDougall, who controls the destinies of the John Deere Plow Co. at Lethbridge, has forsook that western point during the end of May for a brief business visit to headquarters in Winnipeg.

At Emerson, Man., the implement concern running under the management of Timms & Davis has sustained an alteration in its managerial composition. The former partner retiring, the business will be carried on by his late comrade in arms.

We note that Delburne, Alta., has been enriched by another unit in the implement business. M. Card has opened up an implement business there, and we trust that the "card" who deals will invariably find he has a bower hand in the local game.

Alex. MacDonagh, Russell, Man., who formerly ran a combined business in the butcher and implement lines has found that binders are more productive of business than is the more mundane beef. He has transferred the butcher department to Thos. Allan.

The firm of Douglas & Stewart, Girvin, Sask., find their implement business so good that they have dispensed with the hardware department formerly handled by them to Geo. Hemme, who has also bought the hardware stock of G. S. Moulton.

The milk of human kindness towards implement dealers does not seem to flow to any great extent around Milk River, Alta. The firm of Halmrast & Raines have hit the trail with their implements, removing to Warner; while W. E. Thompson has closed his implement business for good.

Waldheim, Sask., has seen a change in the implement army within its gates. The firm of Youngberg & Vassie have given up business, their successors being two brothers rejoicing in the name of Nickel. We trust that the nickels may soon expand to dollars in their essay in the implement world of that district.

Swift Current, Sask., is rapidly forging ahead as a centre for southwestern Saskatchewan. In

the implement world it seems to be already a central city for the surrounding territory, for we find that the Perrigo Implement Company there have opened branches at Cabri, Pennant and Herbert, three towns in the district.

We regret to note that J. J. Haug, president of Haug Bros. & Nellermeoe, has just returned from the town of Sacred Heart, Minnesota, after performing the last sad duties towards his mother who died there. Our sincere sympathy is proffered Mr. Haug regarding his bereavement.

H. D. Heaney, manager of the John Deere Plow Co., at Edmonton, was in Winnipeg for a few days lately. The object of his visit was business with his house. He reports sales in his district to be in a promising condition and is enthusiastic over the possibilities of the coming season.

The Sawyer & Massey Co., who have occupied offices in the Union Bank building, Winnipeg, ever since the erection of that edifice, are now occupying the entire new building on the corner of Higgins and May streets, two blocks east of the C.P.R. depot and almost opposite their track warehouses.

The town of Whitewood, Sask., seems to have as good a supply of Macs as can be found anywhere beyond the realm of "Bonnie Scotland." The implement firm of McPhee & McCormick have lately sustained a change, the business now being controlled by the McPhee Bros. Weel, weel, bluid is thicker than watter!

The G. E. Duis Co. have recently moved from their location on Henry Ave., Winnipeg, to a new and commodious building that they have erected on their own ground at the corner of Alexander and Yeoman Avenues, just west of McPhillip St., and adjacent to Logan Avenue West car line. They are now in an excellent position to handle business.

Obituary.

Robt. B. Robitshek, advertising manager of the M. Rumely Co., passed away very suddenly on the morning of May 13th, the cause being thought due to an attack of cerebral meningitis. He was taken ill very suddenly when near St. Cloud, Minnesota, while en route from St. Paul to Winnipeg on the one hundred

carload special train of "Oil-pull" tractors recently sent north over the Great Northern Railway. He was brought back to Minneapolis, dying in the hospital there after less than four days' illness.

Mr. Robitshek held the position of advertising production manager for the M. Rumely Co., La Porte, Indiana, having taken up that position in October last as successor to J. W. Jay. He was formerly advertising manager for the Gas Traction Company, Minneapolis, and was employed by the Transit Thresher Company before the change in its name and management occurred.

He was highly regarded by the advertising fraternity, both for his personal qualities and his very high grade of ability in the production of attractive and vigorous advertising matter. He was unmarried, but leaves a large circle of relatives at his former home in Minneapolis.

What Machinery has Done for the Farm.

Can anyone calculate how much farm machinery has relieved the farmer of his drudgery? It has made his work and his hours of labor shorter;

has ceased to weary the physical so that the mental faculties became drugged. Through its medium the farmer has become a more efficient worker, a man of broader perspective and a better citizen. Whereas, in the past, you saw a man with bent back and pained and laborious gait wrought by years of soul-slaying labor over the hoe and shovel, you are now confronted by a keen, alert type, a man who can gauge and pit his business acumen against yours, and who has instilled into the stagnant breath of the soil the odor of scientific progression. Up-to-date machinery has lessened his labor and given his brain time to deduce and calculate. Can a man physically exhausted see clearly at the termination of a day of drudgery in the field? The modern farmer has within his reach scientific papers pertaining to every side of his business. He sees arguments proffered and replied to, sees clear-cut photos of the latest machinery and terse descriptions of its ways of working. He cannot plead ignorance through the lack of opportunity to see such articles, and he is poor indeed who finds them beyond the reach of his purse. Science and machinery are the partners of

the farmer. By them he can control and direct voluptuous or niggard nature in her being, whereas in bygone days Nature directed and controlled him. From an economic standpoint, farming to-day without the aid of machinery would be utterly impossible, for half the human race would succumb to the rigors of starvation. The farther advanced the farmer becomes in his outlook and energy, the more necessary do agricultural implements become to him. Labor is expensive, and land is expensive, therefore he must pursue a course so that he obtains the greatest possible return from both of these entities. Every farmer must consider before investing in a machine exactly how profitable his investment will be to him, otherwise he is only throwing money away. Should he carefully think over the pros and cons in the case of the machine he intends to buy, and then, after purchasing it, take good care of it to prevent its rapid deterioration, he should find that nothing but success will pursue the most extended use of the most modern farm implements and machinery.

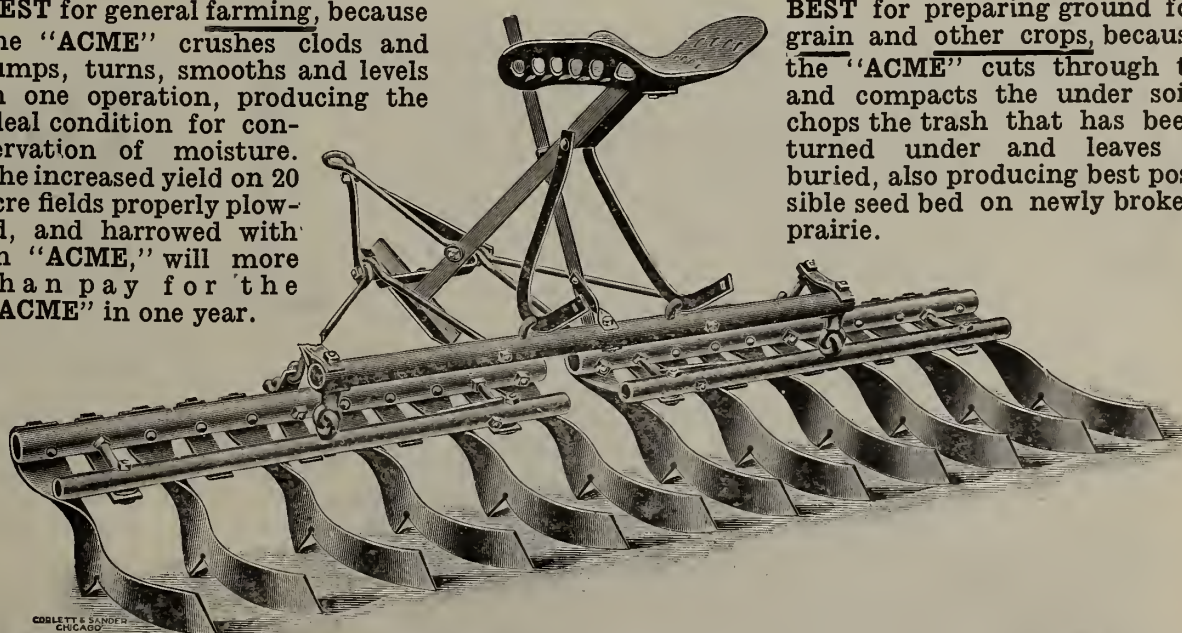
An old Spanish proverb says "truth is always green."

Sell the Harrow that Gives Best Results

THE "ACME" PULVERIZING HARROW

BEST for general farming, because the "ACME" crushes clods and lumps, turns, smooths and levels in one operation, producing the ideal condition for conservation of moisture. The increased yield on 20 acre fields properly plowed, and harrowed with an "ACME," will more than pay for the "ACME" in one year.

BEST for preparing ground for grain and other crops, because the "ACME" cuts through to and compacts the under soil, chops the trash that has been turned under and leaves it buried, also producing best possible seed bed on newly broken prairie.



BEST for fallowing, because being a perfect weed exterminator and surface mulcher, there is no lumpy soil and no voids left when the "ACME" is used.

GENERAL AGENTS: John Deere Plow Co., Limited

CALGARY

EDMONTON

WINNIPEG

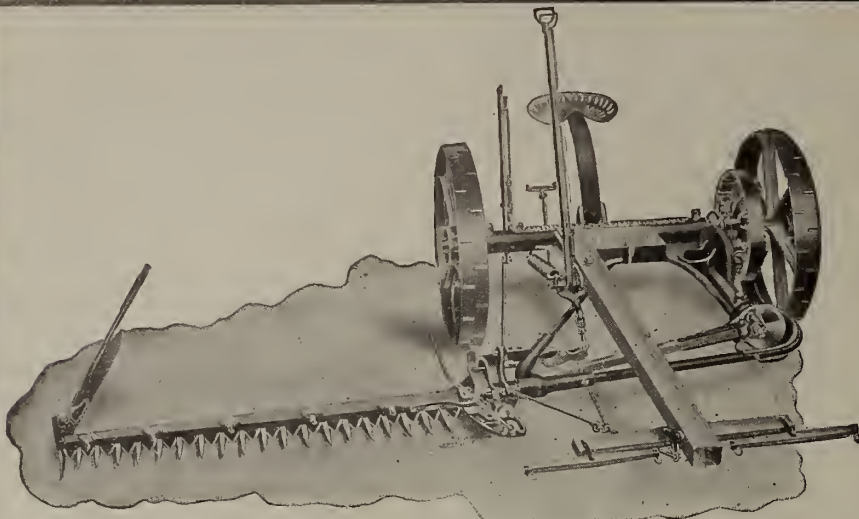
SASKATOON

REGINA

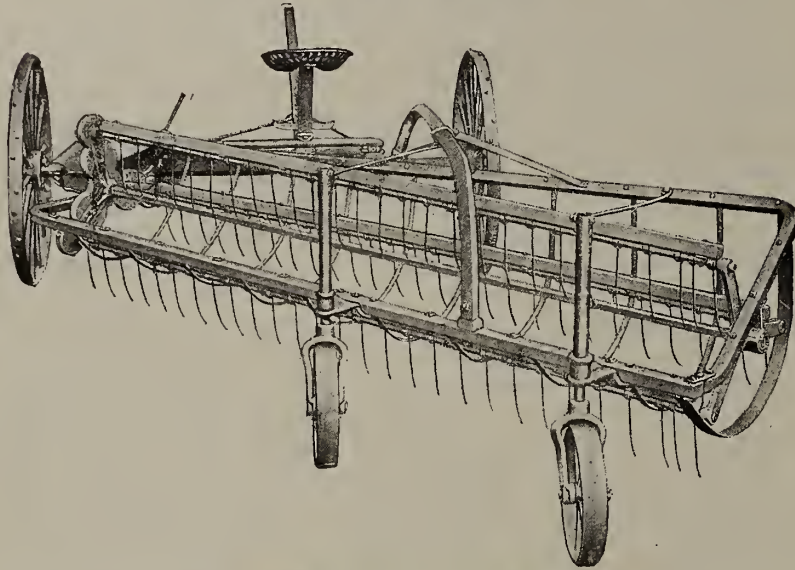
LETHBRIDGE

MANUFACTURED BY

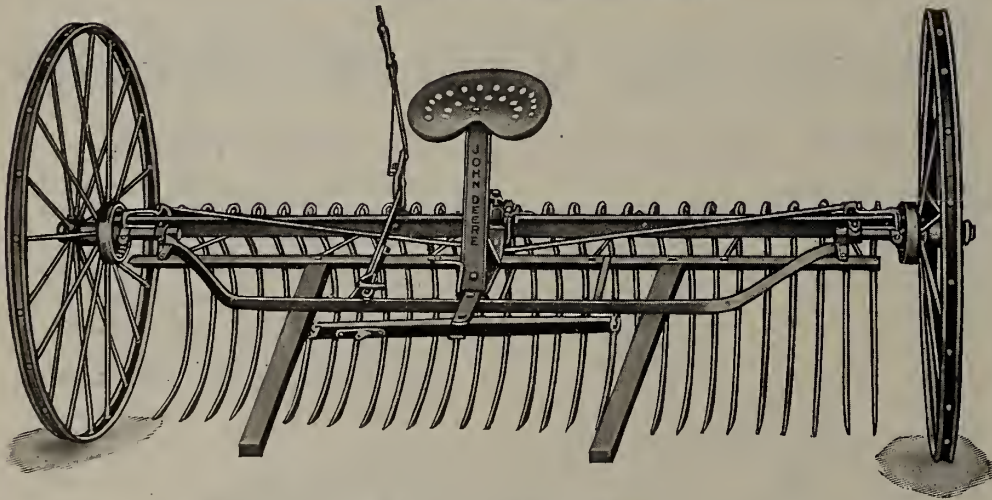
DUANE H. NASH, INCORPORATED, 107 Division Ave., Millington, N.J.



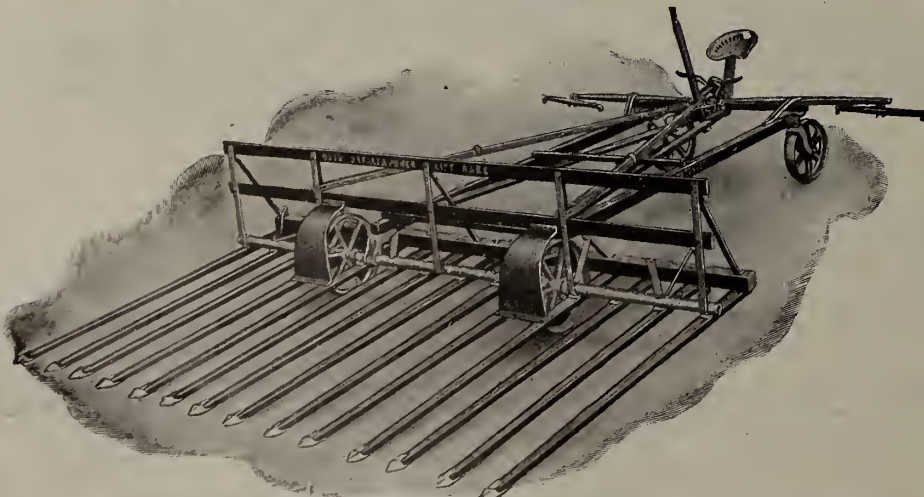
Dain Vertical Lift Mower



Dain All Steel Side Delivery Rake

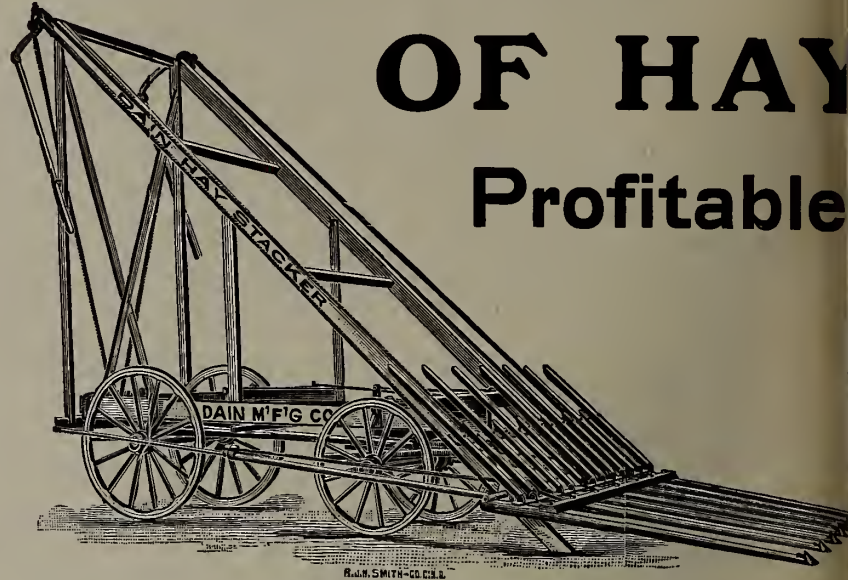


The Dain Steel Rake



Dain Power Lift Rake

The GREAT OF HAY Profitable



Dain Automatic Stacker

The TIME, HAY and LABOUR SAVING features of Dain Tools and the supreme satisfaction they give users, will spread a reputation for efficiency over your entire territory and will cause hay makers to come a very great distance to you for **Dain Tools**.

The Dain Line

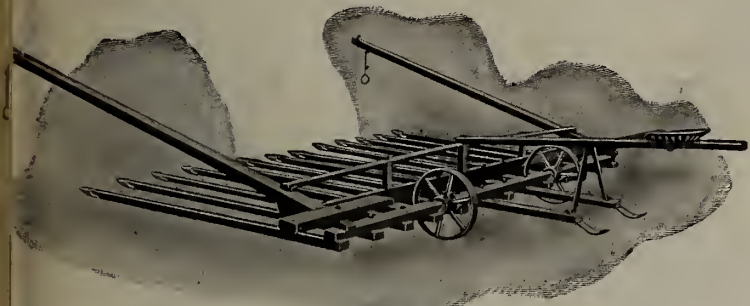
comprises a variety of tools from which any hay maker's requirements can be supplied with equipment especially adapted for his particular use.

John Deere

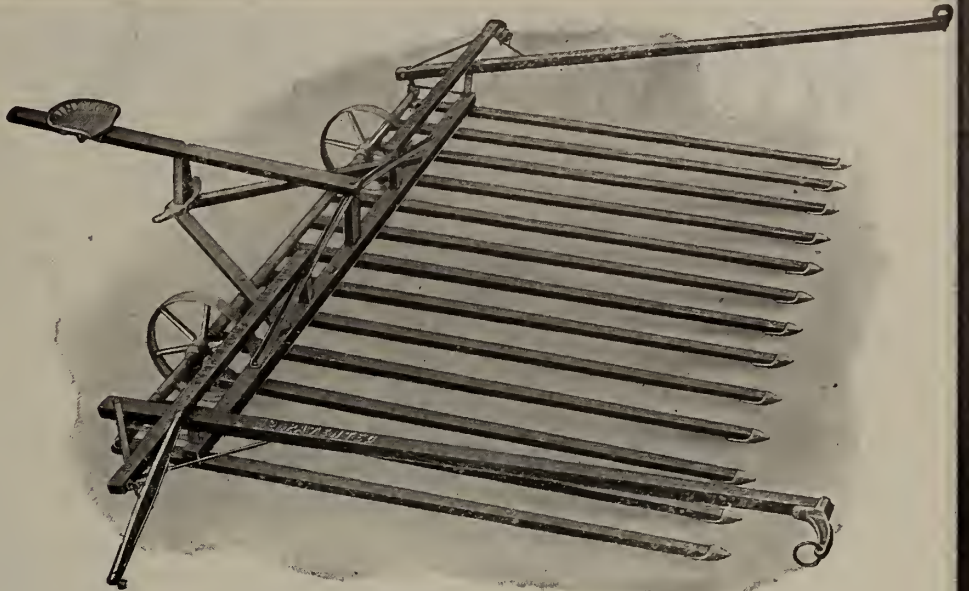
WINN

Regina Saskatoon Calgary

DAIN LINE TOOLS For Dealers.



Dain New Idea Rake



Dain Truss Frame Sweep Rake

The Dain

the most complete line of Hay
tools ever offered to the Trade,
comprising as it does a machine
for every desirable purpose where
it is possible to save time
and labor.

WRITE AT ONCE for particulars
of this money-making, trade-building
line.

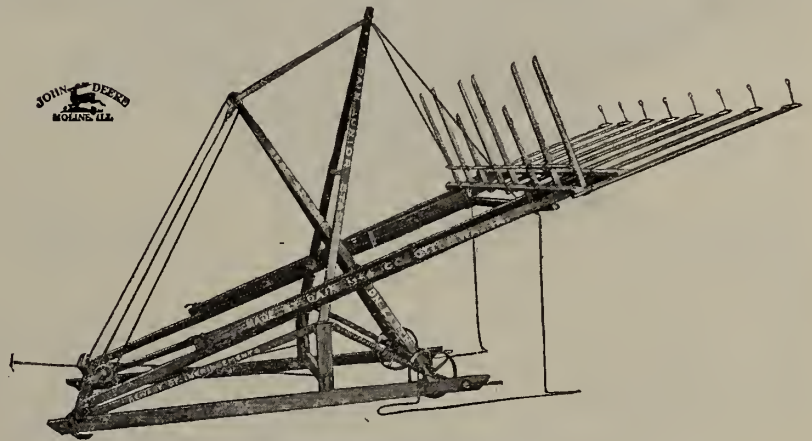
Dealers selling the **Dain** Haymaking
Machinery control the HAY TOOL
trade of their districts.

Plow Co., Ltd.

PEG

Edmonton

Lethbridge

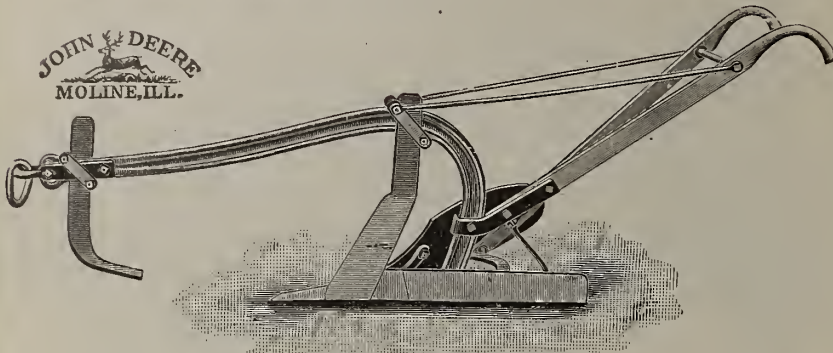


Dain Junior Stacker



Dain Hay Loader

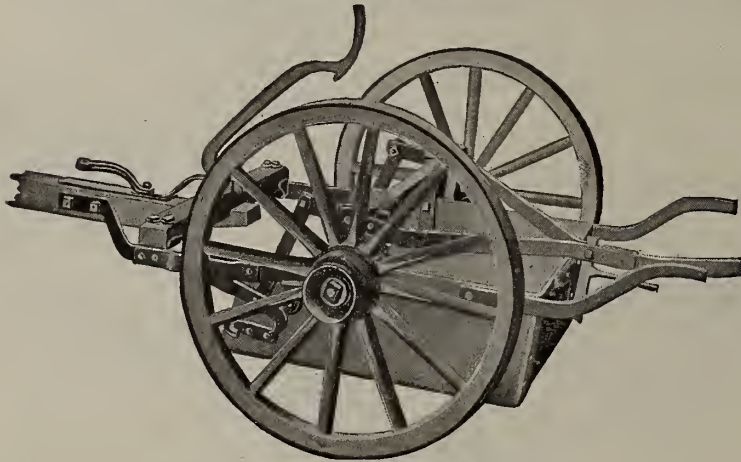
ROAD MAKING MACHINERY



Deere Monitor Grading Plow

Is as necessary to Agriculture as is up-to-date Farm Implements.

Good roads are an essential to YOUR district. We carry a line of machinery for their construction that meets every requirement; they commend themselves to every purchaser; their light draft, capacity and adaptability make them silent selling factors.



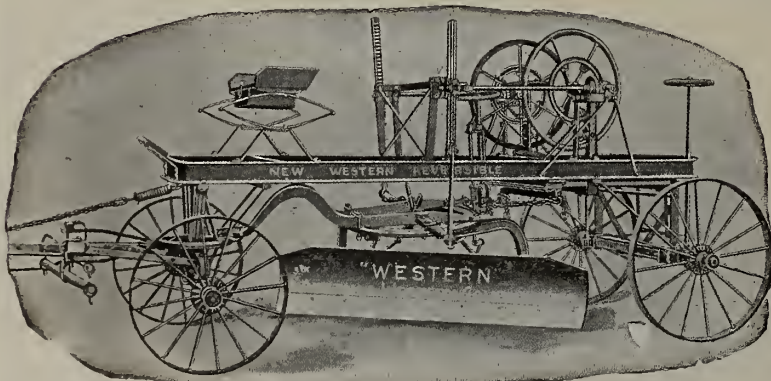
Western Wheeled Scraper



The Improved "K & J" Columbus Drag Scraper

Let us send YOU our special Road Machinery Catalogue fully describing New Western Reversible Road Graders, Western Wheel Scrapers, the Improved "K & J."

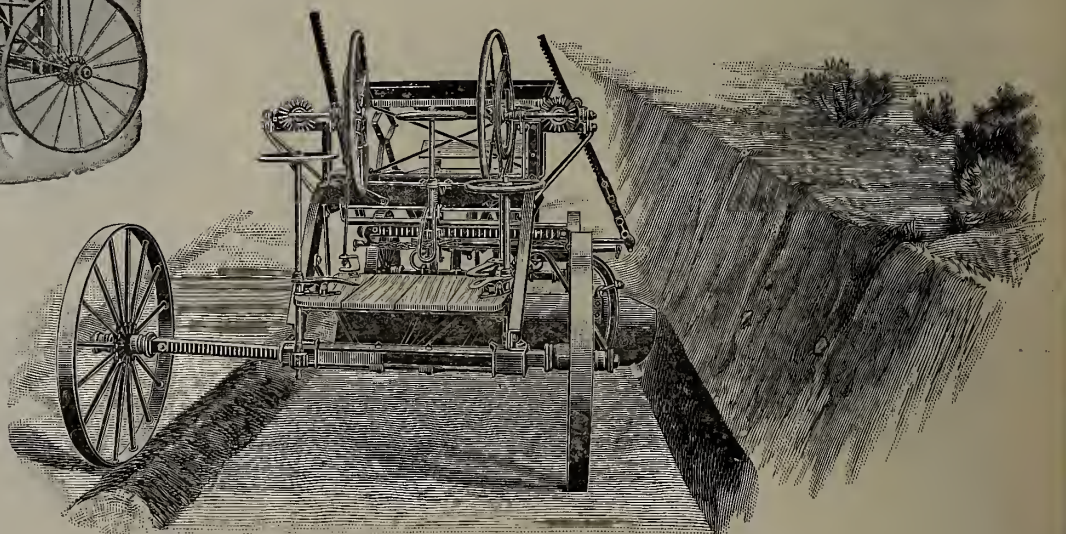
Columbus Drag Scraper, Dump Wagons, Elevating Graders, Grading Plows, etc.



New Western Reversible Grader—Side View

The Live Dealer will not overlook the Road Grader or the money to be made from handling Road Making Machinery.

Let us tell YOU more about it.



New Western Reversible Grader in operation—End View

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

John Deere Jumbo Grub Breaker

For Use With Traction Engines

Built for Heavy, Stony, Grubby, Poplar, or other Brush Lands.

There are many localities, especially in the Northwest, where there are large areas covered with grubs and it is desired to use an engine instead of horses for breaking. This requires a specially built plow of great strength, and that is what the JOHN DEERE JUMBO Grub Breaker is.

It has the strength, turns a 24-inch furrow, cuts off all roots to depths of furrow and throws them out so that it is easy to clear the land.

It stands to reason that it is much more economical to clear a piece of brush land in this way, because the work is more rapidly done: all the roots are cut off deep enough to prevent sprouting, and the ground is well plowed at the same time.

All Steel—Has Great Strength

The beam, levers, lever ratchets, clevis wheels, axles, handles and all other parts are made of high grade steel.

The fact is, the Jumbo Breaker is so strong that it will stand the pull of a high-powered engine without straining or breaking—you know what this means.

Specially Constructed Beam.

Instead of being one solid piece, the beam is made of three heavy flat steel bars securely bolted together.

This makes a very strong beam and permits the two outside bars to be shaped so that one supports the mold-board and the other the landside.

Fore-Carriage Ensures Steady Running.

Two large, wide-tired steel wheels mounted on strong steel axles support from front end of beam and steady the Plow when at work.

Also axles operate with levers to regulate depth, level the plow and raise it out of the ground.

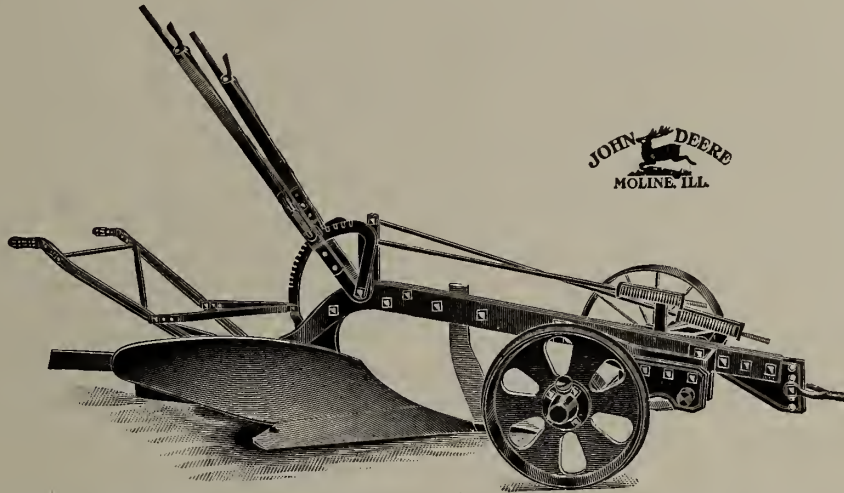
Extra Heavy Standing Cutter.

This cutter is held to beam by a strong clamp and is drilled at heel to receive share point—a great protection to share.

Clevis Gives High or Low Hitch

By referring to illustration, you will see that by inverting clevis a high hitch is obtained.

Clevis as shown gives a medium or low hitch. Inverted, it gives a medium to high hitch.



JOHN DEERE
MOLINE, ILL.

Handy Sizes John Deere Engine Gangs.

A CONVENIENT SIZE

A big ranch is not necessary to get all the benefits of engine plowing.

The four and six-bottom John Deere Engine Gangs are adapted for use with small oil or low power steam tractors, and make engine plowing practical and profitable for those who are farming limited areas.

One of these plows will give the user all the advantages the big rancher has in saving money on his plowing bill.

The outfit here illustrated is doing more than eight men could do with teams and single bottom plows.

MR. DEALER—YOU CAN INCREASE YOUR PROFITS BY GETTING THE AGENCY FOR OUR ENGINE GANGS.

Quick Detachable Shares

A lot of valuable time is lost in changing shares on an ordinary engine plow. Ours are equipped so that they can be changed in one-fifth of the time usually required by other makes.

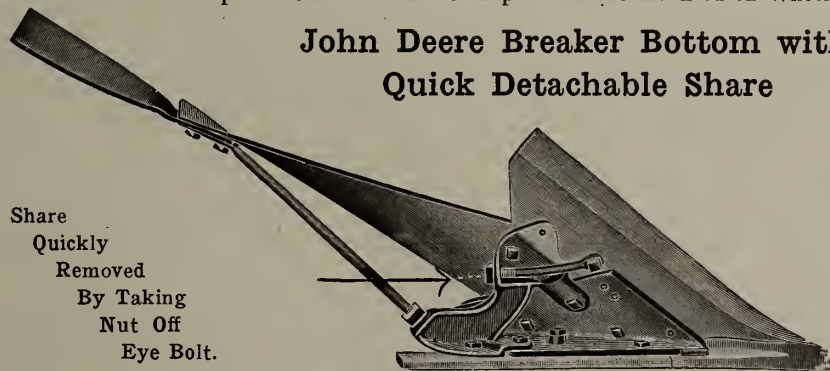
Each share is removed by taking off one nut, which is easy to get at, instead of the usual four nuts inconveniently located.

Examine The Illustration



Four, Six, Eight, Ten, Twelve or Fourteen Bottoms.
Plows assembled in pairs—One Lever for each pair—Frame mounted on Wheels.

John Deere Breaker Bottom with Quick Detachable Share



Share Quickly Removed By Taking Nut Off Eye Bolt.

FOR EVERY JOB.

The plows of the gang take care of themselves except when it is necessary to raise and lower in turning. Flies and hot weather do not worry the engine, which will work 24 hours a day without fatigue.

John Deere Engine Gangs have strong bridgelike steel frames, to which the plows are attached in pairs. Each pair is free to move up or down so that the bottoms rise to pass obstructions, then immediately drop and work. Any kind of plowing can be done, as the beams will carry any style of stubble or breaker bottom.

REMEMBER — JOHN DEERE ENGINE GANGS ARE SOLD COMPLETE, READY TO HITCH TO ANY STYLE OF TRACTOR.

On all John Deere Engine Plows

Another advantage is that the one eye bolt holds the share more securely than when bolted to frog in the old way.

Think of saving 80 per cent. of time ordinarily required to change shares!

What does this figure out at in one season's plowing?

Write for Illustrated Booklet. Tells all about Engine Plowing.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Engine Knowledge Essential for Agents.

Many as are the gasoline engines in use upon the farms of the country and familiarized as the country has become to the appearance and utility of the gasoline engine, there remains in the minds of many people a mystification as to the source of the energy developed by this little friend of farmer, says an article in Farm Implement News. They know that gasoline is used as the fuel, but as to how that gasoline can be converted into the visible energy manifested by the engine is a baffling enigma to most of them. Neither is this ignorance confined to the user of the engines, the dealer in many cases testifying to an equal degree of mystification, if not verbally, then by actions, or, should one say, lack of action.

Nor is all of this very surprising when one comes to think about it. The fact that engines may be sold and used without seller or user knowing an earthly thing about the mechanical or thermal principles involved, is demonstrated in practically every town where there is an agency for a gasoline engine. This is a good thing for the gasoline engine trade perhaps, better for the trade than for the engine, likely, still the chances for both could be materially improved if a little more specific knowledge existed among both sellers and users.

Much of the prevalent ignorance about gasoline engines and the source of their energy is due to the fact that many manufacturers have not taken the pains they could have taken to dispel the misapprehension that exists. For, mechanically considered, the gasoline engine is not a difficult piece of machinery to understand. If it is complicated and difficult, then the average agent would better let it alone and select some simpler type to handle. Likewise a very elementary knowledge of thermodynamics—the subject is not as difficult as the name — will be sufficient for anyone to master the essential principles underlying the operation and care of an engine, and these should be mastered by whomsoever intends to make a business of selling these machines.

It goes without saying that both the mechanical and the thermal principles must be understood and applied by the manufacturer else he could not build a successfully working en-

gine. If in his printed matter every engine maker would go into these matters in an untechnical manner, carefully explaining them by means of diagrams and thoughtfully selected text, he would find an appreciative audience among his agency connections, and among the men who have become the ultimate purchasers of his engines. Furthermore, he would find that the increased knowledge of the construction, limitations and capabilities of his product would make for an increased use and for a wider and more productive reputation.

It is not sufficient that the difference between a two and a four-cycle engine be explained. It is not sufficient that the operation of the carburetor be explained in general terms. Every part of the engine ought to be illustrated and explained. The why and the wherefore of its shape should be gone into, its function described and its possibilities laid down. Especially should its structural and functional limitations be made clear. Engines quite as frequently fail to satisfy because their possibilities are not determined and applied as they do by failing to come up to expectations. Indeed, the cause of failure in both instances is the same—ignorance of the exact nature and ability of the machine in question and a parallel ignorance of how to make it perform to its maximum efficiency under given conditions.

The entering into such explanations would mean a much fuller detail in the advertising matter of most companies, but the writer is of the opinion there would be a gain in business that would more than compensate for the increased attention and expense contingent upon thus filling in the outlines. Taking the advertising matter that is put out by some engine manufacturers, it deals too largely in generalities for the inexperienced operator of an engine to derive much real benefit from it. He cannot get the connection between cause and effect. The old mystery remains. True, he may learn to run the machine and to get fairly satisfactory results out of it, but there is always the consciousness that he is dealing with an agent concerning which he is not altogether certain. The farmer is a man who loves to

deal with concrete facts, tangible things, with machines that he thoroughly understands. Of practically all of his other tools it may be said that he has an appreciative understanding, and that he realizes just what every part of them is for and can see why an adjustment will meet some condition he meets in his regular work. But with the gasoline engine it is otherwise. He knows what he would like to have it do; he knows how to make it approximate to his needs, but there is always that element of uncertainty due to his lack of confidence in it, that leaves the door open for unexpected troubles to enter. One who follows the inquiry columns of some of the gasoline engine magazines discovers the deficiencies of the gasoline engine user in the knowledge of those simple principles which he ought to find in the printed matter of every manufacturer.

Before the gasoline engine business can be developed to its maximum, the user must be educated into a confident reliance upon his engine. This will come to pass when it is the universal practice of manufacturers to provide information that will enlighten him.

Motor Hoes in France.

During an agricultural competition which was held at Chaulnes, in France, experiments in motor hoeing were extensively carried out by the syndicates of the Automobile Club of Picardy and the French Association of Agriculturists.

M. Bajac, manufacturing engineer of Liancourt, put into operation an ordinary six-blade hoe, made self-driving by the addition of a motor and steering gear. The motor is fitted with two cylinders of 98mm. bore and 130 stroke; its power is 8 h.p., and it can work either with petrol, benzol or alcohol. It drives the motor wheels by means of a friction clutch, a speed reducer and a set of spur gears.

The machine is guided by two men, the driver and an assistant, who is seated behind to supervise the work of the hoes. The assistant holds a lever for regulating side motion, by which the entire apparatus is kept in its proper position in spite of

the swerving of the machine, which is always possible. Another lever is within his reach for regulating the depth of penetration of the hoe blades, and for instantly raising them all.

The steering gear is specially arranged for a short turn, round one of the wheels as a pivot, as is required by the method of work, after the manner of drilling machines. On reaching the end of the field the machine is stopped; the assistant places in front of one of the large driving wheels an iron plate on which this wheel rests during turning; the driver from his seat locks this wheel, which then forms a pivot, while the large outside wheel continues to turn owing to the differential; and the turn is effected very rapidly under the control of the driver, who operates the steering wheels. In brief, each of the four wheels executes a different movement during the turn.

The machine can be regulated as desired for tracks of 15 to 18 inches corresponding to total widths of 7 feet 5 inches to 7 feet 9 inches. It runs at a speed of 28 inches per second, and with it 13½ acres can be effectively dealt with during a 10 hours' day. Of course the condition of the ground and the skill of the farm hands affect the amount of work done. During these 10 hours the motor consumes about 6.6 gallons of liquid fuel. The hoe, in working order, weighs about 3,000 pounds.

Lightning Rods and Literature.

These two seem, at first sight, to be widely severed, yet in a booklet by W. S. Shinn of lightning rod fame, they have been closely allied. This booklet, suitably entitled "Out of the Rut," is a specimen of clean, incisive writing and of interesting thoughts, theories and circumstances allied to advertising, salesmanship and kindred points, which should be of supreme interest to all salesmen and selling agents. Obviously the theme interwoven with the literature is allied to the principal product of the author thereof, yet it is insinuated in so pleasant a way as to blend harmoniously with the general tone of the book.

The machine—like the man—that can do everything, is usually a poor producer. That's why a "Single Purpose" machine, designed and built to do one thing and do it better than it can be done otherwise, and with greater profit, is the machine to use.

A New Glass.

One of the most trying problems in chemical analysis and research is the fact that, for many acids and for many chemical compositions, no glass can be found hard enough to withstand the energy of the corrosion of the chemical contained by it.

An inventor of Zurich, Switzerland, Dr. Franz Wolf-Burckhardt has discovered a method of supplying suitable apparatus for the chemical industry, after a long series of investigations with electrically melted quartz. His product is a great improvement on quartz glass and is specially adaptable to the manufacture of pipes, tubes, receptacles, flasks, and other articles used in the chemical laboratory most of these articles have formerly been made of platinum as no glass could be found strong enough or of sufficient toughness to withstand a very high temperature or the use of concentrated acids. The discoverer has named his new invention "siloxyd," and has patented his process in most European countries and in America. The basic composition of the new glass is quartz glass,

such as was formerly used, with certain chemical additions, which are held secret. The raw material from which quartz glass is produced is washed quartz sand containing 95 per cent. silicic acid, which is melted in an electric furnace in which the temperature rises to 2,000 degrees F. Compressed air, gases and steam are applied to this already great temperature, and it is now possible to melt and mold into any desired form as much as 50 lbs. of quartz at a time. After the casting has cooled, such is the consistency of the glass that even boiling acids will not affect it. The most powerful corrosive acids, hydrofluoric and phosphoric, which formerly defied any known glass are now easily retained, the glass showing no signs of chemical decomposition. The new process, we have learned, consists, in part, in adding solutions of oxides of zircon, titanium and other metals almost impossible to fuse. The superior advantages of "siloxyd" glass compared with the old quartz glass are impossible to estimate as far as chemical utensils are concerned. With the addition of the metal called zircon its color varies from a white to a pale yellow, and with titanium from pale to

dark blue. They can be given a finish resembling dull silver and the finishing will remain absolutely permanent. In addition to the uses mentioned "siloxyd" glass will be utilized for jewel plates, knife and fork handles, umbrella handles, boxes of many types, hatpin ornaments, cigar holders, door plates and knobs, etc.

Business Opportunities in the Balkans.

In a recent consular report from Belgrade, comment is made of an exhibition of arts and industries in that Servian capital. These exhibitions are now being held extensively in the Balkan provinces, and it is strange how a great percentage of business men still regard that part of the globe as the home of warfare and vendetta. Since the overthrow of the late Sultan of Turkey these provinces of the Balkan Peninsula have made great strides in business progression. The land in the majority of the provinces, with the exception of the mountain districts, is of splendid quality, while the agricultural implements used in many cases are of a very antiquated description. Practical-

ly all the agricultural implements shown at these trades expositions are made in Hungary; and little business is done through the medium of the exhibits, since the Hungarian implement firms, strange to say, persist in supplying their price lists and catalogues, in fact, all their advertising literature, written in the Hungarian language. This language, as also English, French and Spanish, is little understood in the Balkans; German, from a commercial standpoint, being the language most in use. It is absolutely useless to try and extend trade by writing the merchants in English and by sending them catalogues in that language. It is deplored that an exposition of American goods could not be arranged, for were the advertising matter handled in the current language of the country, there can be little doubt that the result would be productive of a new field of business energy for the implement world.

There is this difference between a wise man and a fool: the wise man expects future things, but does not depend upon them; but the life of a fool is wholly carried on to the future.

The First Engine Plow Competition

Canadian Industrial Exhibition

Winnipeg, July 10-20-1912

The Motor Competition, now in its fifth year, has become established as one of the unique commercial events of the world, valuable alike to the Farmer and the Manufacturer. This year the Motor Competition will be more complete than ever and it will have as an added item the first Engine Plow competition. The aim of this test is to furnish Farmers and Manufacturers with accurate information as to the capacity of various styles of Gang - Plows when they are at work against one another in the field.

Points upon which the awards will be made include (in order of importance) draft, evenness of depth of furrow, lay of furrow slices, evenness of cut of inside plow, and the thickness of furrow slice, ease of adjustment and manipulation of plows, in and out at ends, straightness of furrow, stops attributable to plow.

First Prize.....Gold Medal

Second Prize.....Silver Medal

Third Prize.....Bronze Medal

The Greatest Year of the West's Great Fair.

A Mile of Tractors.

A tractor special train arrived in Winnipeg during the second week in May. From the end of the engine tender to the couplings of the last freight car this mammoth shipment was more than a mile and a half in length, being in two sections. There can be little doubt that this train is the largest shipment of farm machinery ever made in the history of the world. The trainload of tractors represents \$500,000 and \$62,000 was collected in duty upon its entrance into Canada. The train came from La Porte, Indiana, and was accompanied by Dr. Rumely, head of the Rumely Products Co., who have large factories for the manufacture of their tractors both in Canada and the United States. Such an immense shipment seems to indicate more forcibly than words the future possibility of the farm implement line in Western Canada.

These tractors have already been purchased by farmers throughout Manitoba, Saskatchewan and Alberta. They were comprised of three different sizes of tractors, the average weight being 26,000 lbs. One hundred new cars bore them, each car weighing 40,000 lbs., which added 2,000 tons more to the burden drawn by the big Mallet locomotives.

The Chapman Engine

We have received an interesting little booklet descriptive of the Chapman Gasoline Engine, made by the Chapman Engine and Mfg. Co., of Dundas, Ont. A vent in the gray cover shows their hopper cooled engine on the fly page, and the succeeding pages are devoted to a minute and complete analysis of the motor and working parts. It is interesting and instructive. Dealers, who do not know this engine, or who have not received the folder, write the Ontario Wind Engine and Pump Co., Winnipeg and Calgary, who are Western agents and will promptly mail it to you.

The Conservation of the Soil.

It is almost true that there is no permanent agriculture with very large population. So long as you rob Peter to pay Paul, buying the grain that is raised upon John's land to feed the cattle upon your land; so long as you cut the grass upon some other land and add it to your land; so long as you take phosphorus and other essential fer-



tilizing materials from the mines of the earth and put them on your land; so long as you grow leguminous crops and plow them under to enrich your land—in fact, so long as you return as much to the land as you take from it, you can continue to live upon its products; but when it comes to the fight between the acre and the man, man necessarily takes away more than he returns, and must inevitably get the acre. Then, as a natural consequence, the acre must get the man, said the President of the Texas Industrial Convention.

We have been, to a great extent, a race of land speculators in contradistinction to a race of permanent home-builders. Land has been so cheap, apparently so boundless in area and eternal in fertility that we have failed to realize how vital it is to the life of the nation and prosperity of its people that we should conserve and treasure it as a thousandfold our greatest material asset.

Reckoned from the standpoint of destiny of population and food supply, there is practically no undiscovered country. Rough-speaking, there are about 26 million square miles of agricultural land in the world. The better half of this is on the American continent. The three largest contiguous bodies of agricultural land of like fertility in the world are what are known as the prairie plains in the United States, the black lands in Russia and the Central valley in China.

China has probably been the most conservative and careful of any agricultural nation. The Chinese save every ounce of fertilizing matter of every character, including human excreta. They keep few animals because they eat too much, doing the

work themselves to save the food that would thus be consumed; they are not allowed to plow the land above the graves of their ancestors, but they are permitted to cut the grass that grows upon these graves, and the Chinese farmer who cultivates two acres of land and has it in rice, for instance, very often setting it by hand in rows one and one-half feet apart, will bring upon his back for a mile or two miles one hundred to one hundred and fifty pounds of green grass and will lay it on the wet ground between the rows, lapping it, that no part of the soil may be neglected; with his feet and legs bare to the knees, he will tramp this grass into the soft earth to return to some extent the fertilizing elements that the crop is taking from the land.

In various sections of China the land will no longer produce half enough to feed the people, and recent press despatches tell us that within three months three million Chinese must starve to death if the outside world fails to answer their wailing cry for bread.

The ancients robbed the earth slowly with poor and primitive implements. We rob it rapidly with the most improved machinery, with horse power, steam power, electricity and dynamite. Are we following in the footsteps of these older nations, simply robbing more rapidly than they did? Will we call a halt and radically change our methods, or will we persist and suffer as they did? We live as though we thought "after us, the deluge," and that it is our province to cut every tree, to dig out every mine, to turn every furrow, to consume everything in sight, forgetting that man's greatest duty to man is to preserve undimmed and unimpaired

this earth in all its strength and fruitfulness, to protect posterity alike by the sound constitution that we impart to it, by the reputation that we leave it, by the example that we set it and the opportunity of living better and being better, that is, reaching a higher plane than we have been able to reach.

The Adaptability of Alfalfa.

The Siberian alfalfas are found growing in abundance in dry regions where the mercury freezes in the thermometer in the winter, often with no snow on the ground. The summers are so dry and hot that camels find a congenial home. If we could clothe our naked hillsides with these wild Siberian alfalfas we would increase their present carrying capacity for stock from seven to eight times. By means of cheap hand transplanters, a few thousand one-year plants could be set on every section of this rough land without plowing. And if they prove as vigorous here as they are in their native home under similar conditions, they will soon become a leading feature of our prairie flora and add immensely to our agricultural wealth, says Prof. Hansen, of South Dakota. This transplanting of alfalfa plants, although new to us, is something that has been practiced for centuries in parts of India and South America. We have been experimenting with it for the past two seasons at the experiment station at Brookings.

My idea of a hardy alfalfa is one that will take its place as a wild plant and hold its own with buffalo grass and other wild grasses; one that will cover our steep bluffs and hillsides now barren; one that will flourish on our gumbo soils in the western

half of the state; one that will make our rough lands and "sheep quarters" immensely more valuable than at present.

We should realize that the alfalfa problem is the most important agricultural problem in our country to-day, and that to solve it rightly in the near future would increase the value of prairie lands many millions of dollars. It is wise economy to begrudge the expenditure of sufficient money to hasten the solution of this problem?

In Asia and southern Europe wherever the blue and yellow flowered alfalfas grow near together, the pollen is carried from one to the other by bees and other insects so that hybridization takes place freely. These hybrid alfalfas are sometimes called sand lucernes. Their number is legion and they consist of all sorts of mixtures in varying proportions of the yellow and blue alfalfas.

It is my firm hope and belief that the complete solution of the hardy alfalfa question is in sight. And then, with even our roughest lands worth \$100 per acre because alfalfa adds that much to the value of land, it will make possible a vast multitude of schools, churches, and happy

homes where now only the sagebrush, cactus, coyote and gray wolf hold undisputed sway. A perfectly hardy alfalfa is one of the great foundation stones of our civilization on these vast prairies.

The Cynical Chauffeur.

A chauffeur who had just returned to the garage after taking the state's examination to determine his fitness to be licensed, was asked by a fellow-worker what the questions were.

"One of them was about meeting a skittish horse," he replied. "They asked what I would do if I approached a horse which showed signs of being afraid of the car and its driver held up his hand to me."

"What's the answer?" asked a bystander.

"Oh, I had that all right," the chauffeur replied. "I told 'em I'd stop the car, take it apart and hide the pieces in the grass."

Hope is a pleasant acquaintance, but an unsafe friend. Hope is not the man for your banker, though he may do for a traveling companion.

Possibility and Personality.

A great soldier once said that every private carries the baton of a field marshal in his knapsack. While that may be absolutely true, there are a wonderful proportion of the privates in the Human Army who never realise that they have anything beyond underwear in their satchels. A man has to have in his composition the inherent qualities that go to make up a salesman. It is so strange how the vast majority of mankind look at the fact of selling anything. They consider the grocer, the butcher, the baker, as possessing no remarkable qualifications in salesmanship, simply because the commodities they purchase from those men are necessary to the upkeep of existence. How much, then, must a man have a distinctive faculty to sell, and sell successfully, an article that is more of a redundancy than a necessity? We have all heard of that famous barber who did a large selling business in hair restorers, while his own polished pate was more or less an admirable skating rink for mosquitoes; and the man who bought hair restorer from that barber was possessed

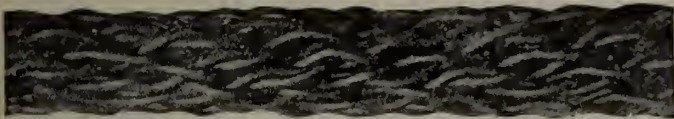
of no small supply of faith. The inherent gift of selling oft-times crops up in the most unlikely places. One spring afternoon a lad, 18 years of age, sat in the sales department of the National Cash Register Co., Dayton, Ohio. He was only a few months in the business, and was only a few months removed from the day when, as a grocery clerk in a small town in the north of Scotland, he sold packages of tea and bags of split peas. All the heads of the selling department had gone to lunch; in fact, for the time being, this young man was, to all intents and purposes, purely an office boy. A prominent business man from Cincinnati happened along just then, and asked the youth to show him a few of their latest types of cash registers. The young fellow did so, explaining the advantages and strong points of the goods and at the same time deprecating the fact that the selling members of the concern were not present. So well and so lucidly did he explain the mechanism of the registers that the customer departed leaving an order for four machines. At

DEALERS WHO DON'T

Try to Participate in the Profits through handling the

Townsley Lightning Arrester System

STAND IN THEIR OWN LIGHT.



MADE OF PURE COPPER WIRE, No. II.
Soft Drawn. $\frac{3}{8}$ inch. 30 Wires



PURE COPPER COIL CENTRE CABLE, No. 1.
Made of 28 No. 17 B. and O. Wires

It would be hard to compute the total value of property saved yearly by our system. The construction of our cable as shown above gives an idea of the amount of wire surface we employ in diverting the atmospheric electrical voltage through a safe channel, preventing damage, fire or fatality. Our system of copper cable lightning arresters is based on thoroughly scientific principles, and is conceded by scientists, fire commissioners and experts to be an ABSOLUTE PROTECTION

Mr. Dealer: Let us help you handle a line that pays.

We Want Dealers in All Unallotted Territory

Canadian Lightning Arrester and Electric Co., Ltd.

199 MAIN STREET

O. W. TOWNSLEY
Manager

WINNIPEG, MAN.

that time the young man was only receiving 10 dollars a week as a clerk with the great organization, and, when he reported his initial effort at salesmanship to the heads of the department on their return, they were convinced that he was bluffing, and were only assured of the veracity of his statement by the production of his signed order sheets. By natural evolution, that young man went ahead to such an extent that before he was 28 years of age, he was the head of the mammoth factory which he had entered as an humble clerk. Seeing a future and an immense possibility for the automobile, he severed his connection with the National Cash Register Co., and went north to the metropolis of the automobile world, Detroit, Mich. There he bought over the one block plant of an automobile concern and in three years had tripled it in size. From a clerk at ten dollars per week in the cash register company he developed into a president at \$70,000 a year. His name is well known; known to advertisement men, known to adcraft societies all over the United States; known as all that stands for the acme of salesmanship — he is called Hugh Chalmers, president of the Chalmers Motor Co., of Detroit.

Poets must be born, they cannot be made, and the same applies to salesmen. Yet, many salesmen who have the inherent ability do not see opportunity when it looks them in the face. This youth we have talked of had a training in salesmanship that was decidedly inferior to that of thousands of men. He was a grocer's clerk, a man who supplied the customer with what were virtual necessities—quite a different proposition from the selling of pleasure automobiles. Yet he had the qualities and the comprehension of human nature, the logical reasoning and persuasiveness that go to make up a successful salesman, so that now-a-days, you will find him writing articles on the art of selling which are regarded as standard textbooks, and giving addresses to associations of the slickest men in the selling and advertising games. We usually reckon that men who have such faculties, and who are Napoleons in the business world, should be of tall and commanding appearance, with classical forehead and outstanding features, yet one would pass this man on the street among a thousand, and mentally tag him as an ordinary

unassuming every-day specimen of the human race. A great philosopher said that clothes do not make the man, and yet more true is the fact that appearances are deceitful. We may meet a man of a grim angularity of countenance, with a jaw like the ram of a modern battleship, yet, when we get to know the interior economy of his being, we find that he is only a very feeble sheep clothed in the guise of a wolf. It is very possible that should the greatest intellects of to-day be arranged in one vast company, we should be absolutely flabbergasted at the common and chaotic cast of their physiognomies. Poets do not always wear ties about a yard and a half in width, or hair that projects in cascades over their collars; and salesmen have not always that appearance of congested, dynamic activity which we hear so much about. It is not the man that counts, it is the business he does. His sales record is the true indication to his business ability, and the fact that he has not a mathematical crease in the legs of his pants does not affect to any extent his power and potentiality as an individual to be reckoned with on the battlefield of business.

Some Ship.

The Collingwood Shipbuilding Co., Ont., are to construct for the Chicago and St. Lawrence Navigation Company for a steamer which will be the largest on the Canadian register. The boat will be a steel bulk freighter 550 feet in length, with a breadth of 58 feet, and depth of 31 feet. This will make it 25 feet longer than the Emperor of the Inland Lines, at present the largest carrier.

The motive power will consist of triple expansion engines, with cylinders 22 inches, 42 inches and 6 inches in diameter, with a stroke of 42 inches. Steam will be supplied at a working pressure of 185 pounds per square inch by three Scotch boilers 13 feet in diameter and 11 feet long.

The carrying capacity of the new steamer will be 12,000 tons, 2,000 tons more than the Emperor. The boat will cost upwards of \$400,000. Delivery is promised for the opening of navigation in 1913, and work will be commenced on the contract immediately.

There is always a reason why a tool, a machine, or an implement holds the top against all competition—quality and thorough practicality.

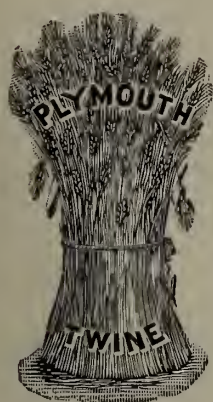
The Commercial Value of Languages.

We have, of late, mentioned in these columns points wherein the expansion of the foreign implement trade was throttled by the lack of communications and publications being couched in the language used in the commercial world of that particular country. While from our standpoint it is not a matter of supreme moment, it is interesting to note that foreign consuls are making complaint at present to the American Government on just this particular point. The first man in any foreign town who is resorted to anent the translation of a letter from any country is the consul for that country, and it seems to us to be an obviously useless thing to write communications to a commercial firm in Riga, Christiania or Buda-Pest in the same language as would be used for a firm in San Francisco. Foreign consuls do more than is generally known in helping out firms by assisting in the interpretations of such commercial correspondence, and in the compiling of replies for the same, and in this way many of those consulates are noting the number of American firms who send letters regarding exports, closing with the somewhat egotistic sentence: "We must insist that your reply to our letter be in the English language, as this firm has no facilities for translating letters from the Russian (Norwegian or German as the case may be) to the English language." American firms have been invariably informed that, while the larger importing firms in Europe have English correspondents, the smaller houses have not, and that correspondence with both classes would undoubtedly receive more prompt and careful attention if the American writer would accord the European the same courtesy as he claims for himself, namely the privilege of writing in his own language. Many importing merchants throughout Europe read English fairly well, but are unable to write it. Assuredly it may be impracticable in many cases for American firms to secure translations of letters written in foreign languages, yet no business man can gainsay the fact that those American firms would benefit who are considerate enough to either leave to the prospective purchaser the matter of language to be used in the reply or to indicate that a

reply either in English or in his own language would be acceptable. A letter with such a tendency would assuredly receive most attention and would bring the writer the most business. The small amount of money spent in securing translations of foreign letters in this country will be more than made up in the saving of correspondence from which no results accrue. In a country like America with its multiplicity of races there should exist at the present day little difficulty in getting a man of the necessary education and nationality to translate your letter; at all events, this course is often resorted to with success in England, which eliminates the searching for professors of wide lingualistic ability. It is peculiar, from an economical point of view, how American firms flood European exhibitions and agents with circulars and catalogues all in the English language, and of no more use as business getters than as much waste paper. Although, with their usual courtesy consulates will readily translate descriptions of a machine or implement for an agent or farmer, we fear that little business can accrue through such a stilted method of investigating the values and resources of American implements and machines. Of course, it would be futile, in the case of every country, to print separate catalogues for its particular use, yet could not enquiry be made regarding the most likely implements or machines that are required, and surely it would not be an unjustifiable expense to issue pamphlets or leaflets regarding such for distribution throughout that foreign territory. The English speaking race truly dominates the world of commerce, and has a tendency to say—"learn our tongue and then talk to us." Only in the modern business world we think it would be more conducive to the advancement of business to go at least half-way to meet the foreign market.

Aspinwall Hanger.

We are in receipt of a very attractive hanger in colors, issued by the Aspinwall Mfg. Co., of Jackson, Mich., and Guelph, Ont., illustrating their No. 3 Potato Planter. It is so realistic and of such a size that our first impulse was to mount to the seat, and see what the machine would do in the way of planting on Main St.



Facts That Count

The manufacture of binder twine and rope is our only business.

Consider just what this means.

1. The energies of our entire organization are concentrated in a single field---cordage.

Plymouth twine is a specialty---not a side line.

2. Our sole aim in making twine is to make the **best** twine; our sole interest in selling it is the profit from the twine business itself.

Plymouth twine has to be right.

3. We have no interest in the dealer's other lines; his only interest in us is the profit from handling our twine.

Every Plymouth dealer---and there are thousands---means a dealer satisfied with his twine connection.

Add to these facts our eighty-eight years' experience in our special field and our unequalled facilities as the world's largest cordage manufacturers.

Now then: isn't it pretty certain that a stock of Plymouth twine will put **your** twine business on an independently profitable basis?

"Plymouth Twine News" deals with other reasons why you should be handling Plymouth. Write for a copy and for further information to-day.

PLYMOUTH CORDAGE COMPANY, North Plymouth, Mass.

CANADIAN DISTRIBUTING AGENTS

W. G. McMahon

(REPRESENTING LINDSAY BROS.)

WINNIPEG, MAN.

Hobbs Hardware Co.

TORONTO, ONT.

Facts and Fallacies about Gasoline.

When all has been said anent gasoline for farming power purposes through the medium of the gasoline engine, much prejudice yet exists against the engine because of the supposed dangers resulting from the use of gasoline as a fuel. This makes it a hard proposition for the dealer to overcome when trying to sell gasoline engines adapted for various purposes on the farm; and the prejudice against gasoline is usually the result of deficient knowledge regarding its nature and explosive character. It is difficult for the salesman to get persons to understand that gasoline of itself in its fluid state is not explosive, and that it depends altogether on the air and a certain proportionate mixture with it for its explosive propensities.

Gunpowder, nitroglycerine, dynamite, etc., are substances of such chemical combination that they are highly explosive without their union with air, says Gas Power. In other words, they can be called potentially explosive. For example, a half pint of nitroglycerine put into the strongest gasoline engine cylinder and all the air excluded if ignited would tear the cylinder to atoms, while a half pint of gasoline in the same cylinder with air excluded could not be ignited at all. But with air admitted the air would soon become saturated with gasoline vapor and if ignited when the proper proportions are reached it would be explosive, but since only the cylinder full of air could be saturated and only a small quantity of the gasoline, less than a teaspoonful is necessary the remainder of the half pint would be as harmless as so much water. All gas engine cylinders are strong enough to easily withstand the force that can be produced by a cylinder full of air properly charged with gasoline. Any over or under saturation with gasoline if it ignites at all will cause a much weaker explosion than a proper mixture. Where gasoline becomes dangerous as an explosive is when a whole room full of air tightly closed takes up gasoline fumes, as from cleaning carpets, to the explosive mixture point, or the air in an empty gasoline can which is only partly full of gasoline, is saturated with fumes, then a lighted match will cause a terrific explosion because of the large volume of air in the form-

er and because of the want of strength sufficient in the walls of the gasoline can to withstand the pressure of the explosion in the latter.

If gasoline is used for cleaning or other purposes the doors and windows of the room should be open wide to eliminate danger. Gasoline is not dangerous in any room when contained in an air-tight can or bottle, unless warmed to a degree when it will vaporize in the can to burst or explode. Lighting your pipe or cigar, or holding a lighted match over the opening of a gasoline tank to see if it is full or empty, are unwarranted acts of carelessness. In gasoline engines there is no danger of explosions, but fires and damaging explosions usually result from carelessness in handling gasoline or with its containing vessels.

American Goods in Peru.

It is interesting to note the allocation of the machinery business in Peru between firms representing England and America. It is strange, considering that sugar production is so largely carried on in that country to find that only in the end of the year 1911 has any of the United States firms making sugar machinery thought it necessary to send a special representative to Peru. This firm benefited greatly by awakening to this fact, and now possibly others may follow their example in introducing American machinery into this country. There is a great necessity for disk plows on many of the sugar plantations, more so in recent years, since many of the younger Peruvians now visit the United States in order to study scientific agriculture at the colleges there. This has done a great deal to initiate American machinery into the country, and one point of importance to implement dealers is the fact that continual complaint is heard regarding the lightness of the American disk plow for hard use on very difficult soil. Taking one large estate, and considering the points of the compass from which its machinery and plant were sent, we find that England is responsible for traction engines, multi-tubular boilers, steam pumps, steam hammers, and lathes, and practically all the minor machinery used for

the repair and upkeep of the sugar machinery. From the United States they get drying machines, lubricating oils, steam engines, tank cars, boiler compounds, axe handles and files.

The sugar industry during last year was very good throughout Peru, and a great extension of the trade is expected when the Panama Canal will be opened, thereby bringing the country nearer to the main markets. Chambers of Commerce in Peruvian cities are very desirous to receive trade literature and catalogues regarding farming machinery and implements. We have already noted the business lost in the Balkans through trade literature not being written in German, and in the case of Peru it is of little use sending advertising literature of any description unless it is written in Spanish. The machinery mostly in demand is for use on rice, cotton and sugar plantations.

Helping the Dealers to Help Each Other.

A dealer-to-dealer advertising service that promises to be an effective agent for mutual help, and that is something new in the twine trade, is described in the current number of the Plymouth Twine News, the house organ of the Plymouth Cordage Co., of North Plymouth, Mass. This magazine has a large circulation among dealers in twine, and the company is doing all in its power to bring the service before all of the individual distributors.

The Plymouth people have already well under way a campaign to help dealers move more twine. Electrotypes for local newspaper advertisements are furnished to those handling the Plymouth line, together with sales arguments in the shape of colored window posters with definite attention value.

The news service consists briefly in a scheme for passing along to other dealers the advertising and sales schemes that have already proved their value in individual cases. The advertising department of the Plymouth Co. intends to act as distributor for plans and ideas of this sort. This company announces that it will reproduce in the pages of Twine News, where they may reach the eyes of all concerned, such plans as have already meant larger sales for dealers everywhere.

Suggestions, detailed plans and ideas for window displays of

twine, photographs, new ways of using material furnished in the dealer advertising service already in vogue, layouts for circular matter, and letters to prospects are mentioned in the house organ as among the subjects to be covered in their dealer-to-dealer service. Believing the exchange of ideas will be of mutual benefit on the assumption that all retailers understand well that by passing along their own successful ideas they are likely to secure further helps for themselves.

The number of the Twine News that has just been issued launches this service by reproducing some photographs sent in by dealers in the middle west. Dealers are called upon to make this new department a success by giving it their active support.

Luminous Automobiles.

There is a bare possibility that automobile bodies may soon be made luminous at night, so that lighting will not be needed. It is stated that by mixing pulverized phosphorescent material, such as sulphide of calcium, and phosphorated zinc, together with a trace of bismuth, and adding some binder material, a water color paint may be secured, which, if applied on the car body will make it luminous in the dark. It may be varnished over if desired, and is not affected by rain or weather. A luminosity of this kind would surely be quite as effective and less offensive to the eyes than lamps.

Purifying Water by Electricity.

Drinking water for the United States army in the future is to be purified by electricity. The microbes which infest the streams from which the troops are compelled to obtain their water supply are to be destroyed, and along with this will come an end to typhoid and dysentery, which have cost thousands of lives among soldiers and sailors, especially in the tropics. What is known as the "ultra violet rays" are employed in the system of germ extermination, and experiments conducted by the medical officers have proved that all kinds of bacilli, no matter from what cause they may originate, are destroyed when subjected to these rays.

The business instinct can no more be instilled into men by teachers than the homing instinct can be developed in pigeons by feeding them on pigeon pie.—Carnegie.

Persistence in Salesmanship.

There can be no doubt about the fact that persistency is a great virtue in the individual or in the race. Persistency has been shown in all the great deeds throughout all the ages. We see it looming large adown the echoing avenues of the past and raising its hoary head triumphant above the edge of circumstance. Away beyond the awesome defiles of the untrod-den Alps the Roman general Hannibal forced his leigons — his dominant spirit impelled by the persistency to overcome these vast Nature molded frontiers. Persistency is the highest form of determination, the spirit that rises above disaster and defeat, above adverse circumstance and condemnation. Napoleon led his Grand Army through the frozen plains to the gates of Moscow, and later met a like persistent military genius on the field of Waterloo, who, by dint of determination, held his battered army in their formation on the brows of the hill during that long summer day to the final glory of victory. In science, in art, in literature, on every pathway of the world's progression to a greater summit of civilisation, we find instances innumerable of the spirit of determined and persistent effort. It is a subject on which volumes could be written, on which songs could be sung, and beyond all does it apply in the modern world of business, among the makers of necessities, of mechanisms of everything and anything. To do any great work, to organize any great movement, to carry through any stupendous financial undertaking, all demand from a man, in the most superlative way, the need of hard, rugged and concentrated persistent effort. There are few callings at the present day that require more sustained effort and more persistent spirit than does the art of salesmanship. The fact of selling anything is a very easy matter should your customer have a positive need or a desire for the article you produce for him. His mind is made up that he requires such an article, and customer-handling under such circumstances simply evolves into a matter of satisfying him with the quality of your goods and the price you demand for them. If you are creating desire for something that is not already in the mind of your customer, or if you are trying to divert his

choice to a different kind of article which will meet his requirements, then you have to lay special stress upon its distinctive qualities and have to prove your persistency by trying to overcome his mental bias against that article. Very few things are more wrongly applied than persistency. We find it applied in the wrong direction, in the wrong cause, and to the wrong individual. It is not generally granted to be a very sane species of persistency that attempts to argue with a man who is naturally and pugnaciously persistent. Another factor impinges on that proposition, the factor that every successful salesman must possess—the discernment of human nature and character and the application of subtle diplomacy. With the baulky customer it is necessary to overcome his prejudices in a round-about way to avoid needless argument and discussion. Know your goods and play up the points of their superiority, emphasize their greater adaptability and the satisfaction they will give; point out the time or

money they will save, and, beyond all, be specific. Misapplied persistency is about the most foolish thing on earth to contemplate. Can anyone picture a more pitiable figure than that of a hen trying to hatch a set of chinaware eggs? No man can hope to weave ropes out of sea sand, and it is only the persistency that starts logically and sanely to pursue a possible and practical course that can hope by mere virtue of its being to lead to ultimate success. Bear in mind that it is essential to know when to stop pressing for a sale; it is better to loose the sale and retain the customer's friendship than to loose both.

Dynamite Useful to Farmers.

Farming with dynamite is arousing considerable interest in South-west Texas and arrangements are being made in various sections for public demonstrations of breaking the sub-soils with explosives, says Farm Machinery. It is claimed by those that have made a study of this method of sub-soiling that it can be done better with dynamite than by any other means and the

cost of the work need not be greater than a thrifty farmer can afford. The benefit claimed for this process is that land thus treated will absorb much more rainfall and moisture than soil not blasted. If the experiments now being conducted in Texas are successful, the method of farming will be almost revolutionized.

Experiments will be made also in the clearing of brush lands with dynamite and they will be watched with interest by all land owners in this part of the state. Dynamite may supplant the Mexican "grubbers" that with mattock and axe have cleared the mesquite, chapparal and shrub growth off of lands in that part of the state. The dynamite not only tosses out the chapparal and tears out the roots of the mesquite, but it leaves the subsoil in splendid condition. Large live oak trees, too, are completely demolished by the charges. The subsoiling experiments show the ground broken to a depth of about three feet, much deeper than would be possible with traction engines and heavy disks and at far less cost.

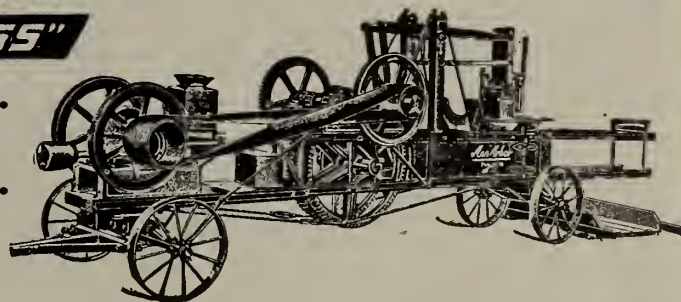
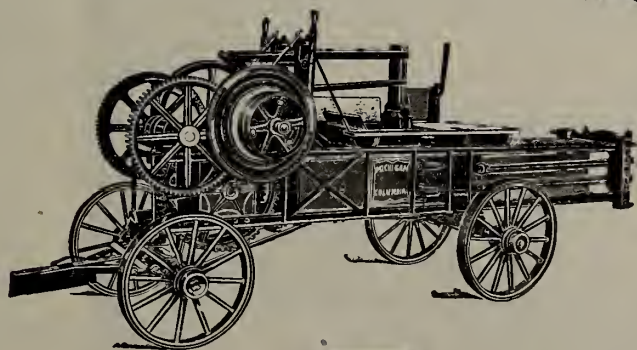
Go slow and you won't have to sit down and rest when you get there.

Ann Arbor

"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.
Capacity 20 to 35 Tons in 10 Hours

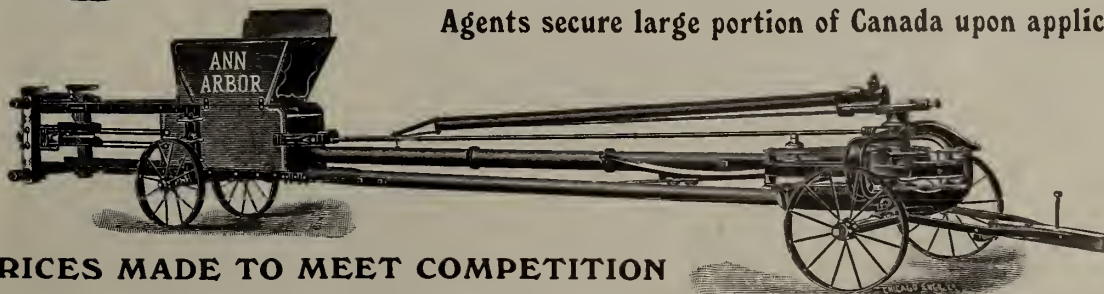
ANN ARBOR "20" for 3½-6 H.P.
Capacity 12 to 25 Tons in 10 Hours



ANN ARBOR "Columbia" for 10 to 16 H.P. Steam or Gasoline
Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"
2 Stroke—32 in. Feed Hole
Capacity 10 to 20 Tons in 10 Hours

Agents secure large portion of Canada upon application



PRICES MADE TO MEET COMPETITION

Ann Arbor Machine Co.,

ANN ARBOR, MICHIGAN
BOX 43 U.S.A.



LIGHT DRAFT PLOWS

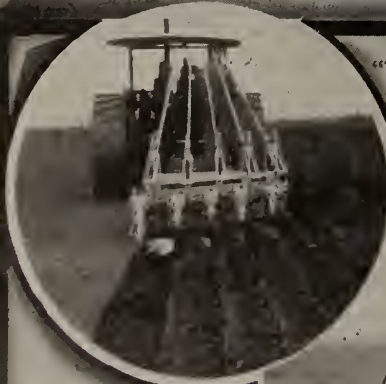
Riding, Walking and Traction Engine

THE P & O MOGUL ENGINE GANG PLOWS

70 years of "knowing how" hammered into every one of them.

"There are more good talking points on the Mogul than on any other engine gang plow made, and I know them all." Described and profusely illustrated in a beautiful de luxe edition, entitled "The Mogul." Let us send you a copy.

Whenever you see an Engine Gang with the levers pointing to the center it's a P & O. No other is made like it. It is one of six patented features on the Mogul.



PARLIN & ORENDORFF CO.,
CANTON, ILL., U.S.A.

"Perfect Satisfaction" Tells the Whole Story

I bought a five-furrow Mogul Engine Gang which is giving perfect satisfaction in every way, both in stubble and breaking. — Albert Kerr, Elgin, Man.

Turns the Sod Perfectly

We purchased one of your eight-furrow Mogul Gangs, and wish to express ourselves as to its work. It does excellent work, it turns the sod perfectly, and we are highly pleased with it. — Fokland & Roberts, Lethbridge.

Seven-Inch Plowing Without a Mishap.

Some time ago Brost & Grosz, Kulm, N. Dak., sold a ten-furrow Mogul to some farmers north of Kulm. They used it as an eight-furrow plow on 375 acres of hard breaking and they did not break a casting while plowing. Some of this ground was in a rocky condition which could not be broken with horses, although they plowed seven inches deep with the Mogul. — J. A. Petrie, Minneapolis, Minn.

Plowing Almost Impossible Without the Break Pins

I bought one of your six bottom Mogul Engine Gangs last fall and plowed 780 acres near Inkster, N. Dak., where the ground is very stony and where it would be almost impossible to work an engine gang that did not use break pins. The plow is a complete success in every respect and will do good work either in stony land or where there are no stones, and I cannot speak too highly of it. H. W. Sims, Grand Forks, N. D.

The "Grand Mogul" is O. K.

The P. & O. Mogul is O. K. It certainly does the work, and you need not be afraid to recommend it. It is the Grand Mogul among plows. — S. K. Mills, St. Louis, Mo.

Conditions Unfavorable; Results Satisfactory

We are pleased to report that we have started the six-bottom Mogul Plow with most satisfactory results. The conditions surrounding the trial were by no means favorable, the ground being too soft and wet, but the 22 h.p. engine walked along with it very comfortably and the purchaser seemed well pleased. We think it a great engine plow. — Lundergan & Allison, Marion, Ohio.

Don't want any Other Kind.

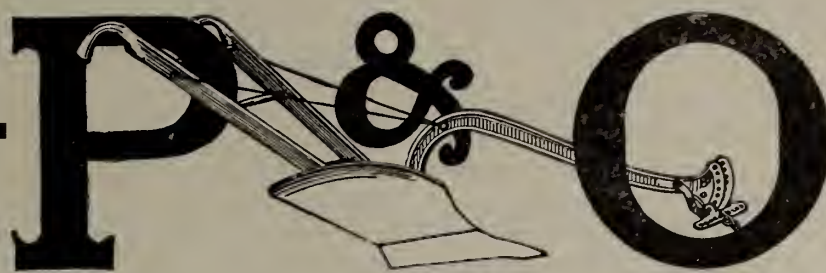
I am using a 10-furrow Mogul Engine Gang and wouldn't want any other kind. We are using one and wherever we go we take the lead with the P. & O. — Wm. L. Kakesch, Mackin, Sask.

Buried the Sunflowers Out of Sight

Our last plowing was in sunflowers as thick as they could stand (land had not been cultivated for 3 or 4 years), and we plowed them up and turned them completely out of sight. I wish I had a photo of it to show you, for I know you do not know what the Mogul Plow will do. We like the Mogul better every day and would go into a plowing contest with any plow on earth. In our judgment it will beat any plow made. — J. Z. Adams & Son, Little Sioux, Ia.

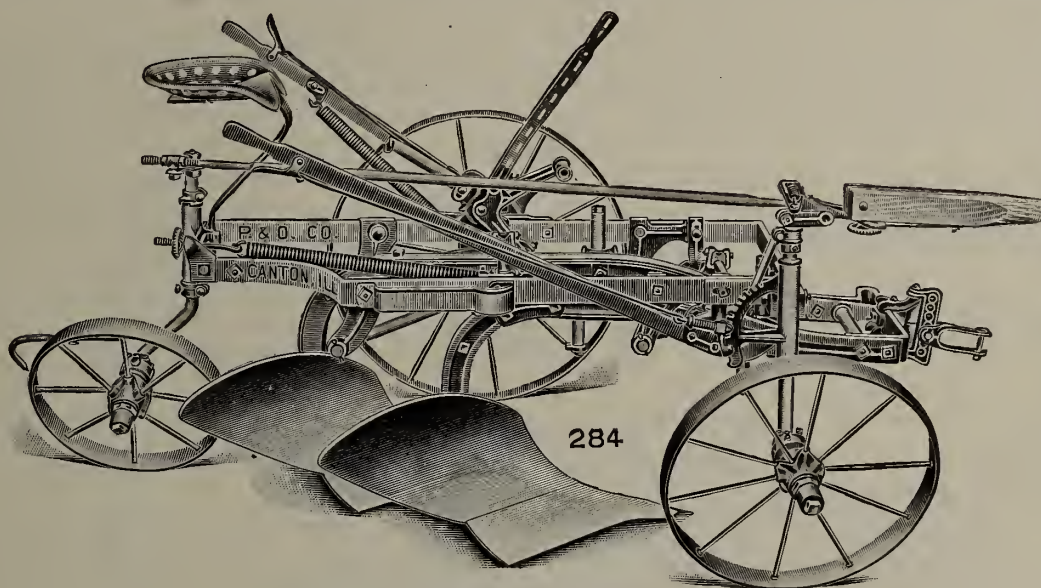
No Man Could Do Better Plowing

The P. & O. Mogul Engine Gang bought of your agents at Grayson gives perfect satisfaction in every way. I have used it both in breaking and summer following and no man could do better work with any horse plow, walking or riding. It is the strongest engine plow I have ever seen. — Frank Mann, Grayson, Sask.



Every P & O Implement is Backed by an Unqualified Guarantee

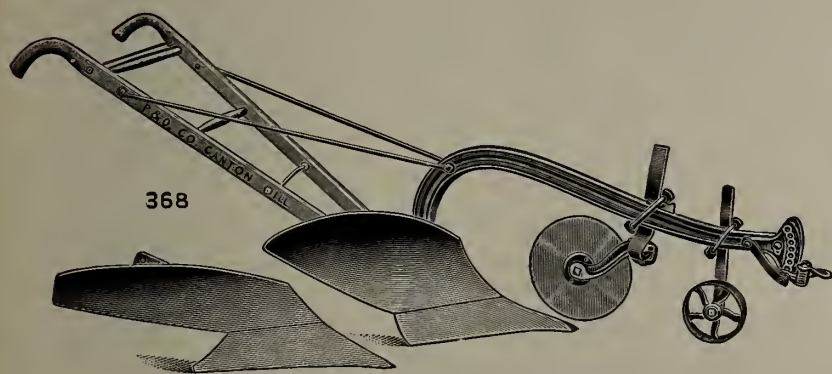
Noted for
Strength
Simplicity
Ease of
Operation



P & O Diamond Gang Plow.

Send
for the
P & O
No. 69
Catalog

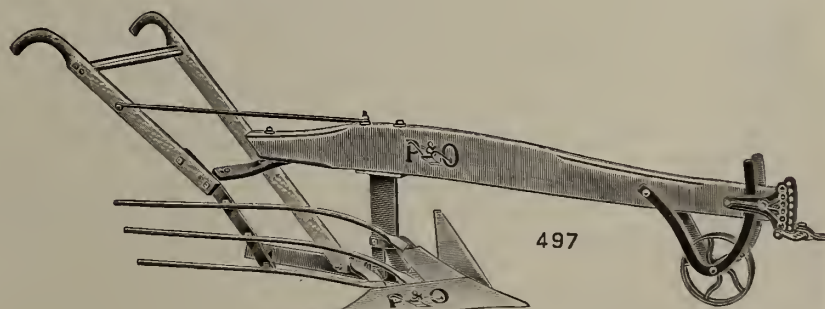
Plows of Every Description



P & O Combination Plow

Stubble Plows
Breaker Plows
Brush Plows
Rod Breakers, Etc.

70 Years of "Knowing
How" Hammered Into
Every One of Them.



P & O Pioneer Rod Breaker

International Harvester Co. of America

Sales Agents For Canada

Thoughts about Tractors.

A prominent man in the tractor world recently gave an address, in which he eulogised the gas tractor to no inconsiderable extent. While, of course, his arguments may not be as unbiassed as those of many men, they contain a great many interesting facts and points of view applicable to gas tractors. Obviously the initial expense in the gas tractor is a strong argument against its adaption with many farmers, yet the majority of farmers are willing to admit its efficiency as a labor saving factor and a quick and powerful adjunct to his stock of implements.

This gentleman, among other remarks, says: "A good general purpose tractor, or plowing engine, will do the plowing,

discing, harrowing, seeding, harvesting, threshing, hauling and all such heavy tasks as these. The horse farmer plows, then he discs, then he harrows. If he is seeding small grain, he drags his stalks. Then he double discs, then he drills, then he harrows. The traction farmer does not have to do things that way. He can haul plows, discs and smoothing harrows all at once. Or he can put a packer, a sod crusher, or other such implement behind his plow. Seeding resolves itself into a very simple proposition. He crushes the stalks, double discs and drills all at the same time. Once over the ground with such an outfit, and the entire process of seeding has been done, except for the cross harrowing. The strongest point in favor of a tractor is the easy way in which a combination of implements can be used simultaneously. By its adaption one or two men can do the work that would require several men with two to six horses each. And, furthermore, by handling the soil all at once,

it gives far better results than if it were done a piece at a time, as the soil is in a more receptive condition, as it is not if several days elapse between each of the several operations in treatment. It has been demonstrated that the fuel, oil and grease for a good internal combustion engine will not cost as much per day as would the feed for the number of horses required to do its work. And, if the tractor is used day and night, as it can be and often is, it shows an overturn of work just double that of horses. When it is doing nothing, it costs nothing; whereas a horse standing in the barn is consuming fodder during the hours when it has ceased to be a productive unit in the scheme of modern farming. The tractor has come to stay, and is proving all the time that it can justify its existence. No farmer need deplore lack of knowledge of engine mechanism in these days. Knowledge is thrown at him, he is trained to a degree (if he seeks to be), in the ways of gasoline engines, far superior to any training that the motor chauffeur or engine attendant can boast.

The relative economy of a gas tractor compared with a steam tractor depends upon many things apart from the mere price of fuel. Steam may be more economical if the water used for boiler purposes is of good quality, and if you have no trouble with leaky boiler tubes, or if you can supply fuel for your boiler at a less price than you could supply the kerosene or gasoline for a tractor. Most engineers concede that the mechanical deterioration of a gas engine is greater than that of a steam engine. This becomes a

point that has to be carefully gone into and figured out before contemplating which type of engine is the best for a customer. The strong point that should appeal to the farmer is the ability of the gas driven tractor to start with practically no delay in the mornings, whereas getting steam up is often a point of hindrance.

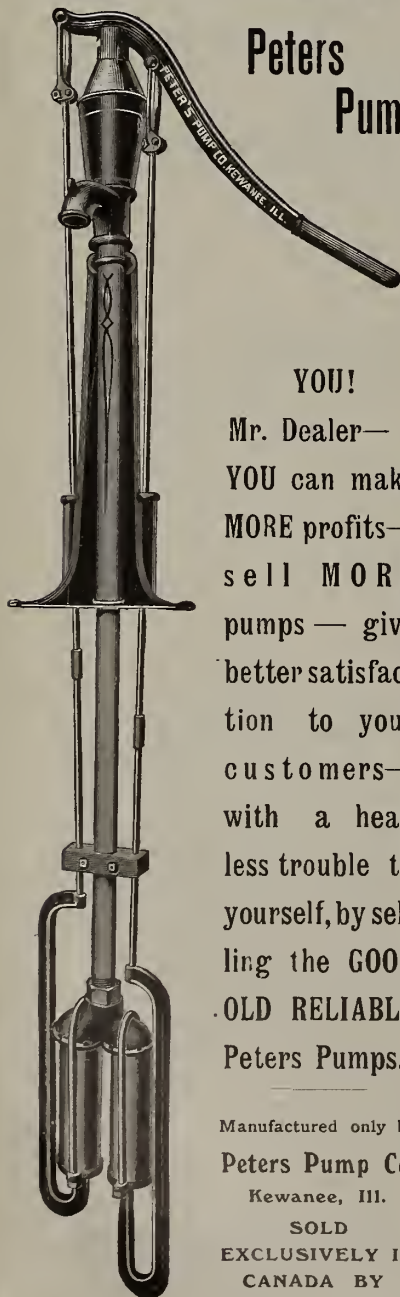
An Opportunity for Engine Owners.

We have just received from the Manitoba Agricultural College, Winnipeg, a synopsis of the fifth of their annual short courses in Steam and Gas Engineering for threshermen and farmers, which will begin at the Manitoba Agricultural College on June 11, continuing until June 28, 1912. The object of these courses is to aid not only those who have already had some experience in the operation of steam or gasoline engines, but those also who know nothing concerning engines, but who realise that this knowledge is essential to success in modern farm management. The steam engine course will deal with the principles underlying the operations of steam engines, and a comprehensive study of their component parts. A judicious combination of theory and practice will be observed, covering the construction and repair of boilers and engines generally, and laying special stress on the main factor in steam engine control—valve setting and adjusting.

The gas engine course will cover the construction and operation of internal combustion engines. Both courses will include instruction in work relative to engine fitting and repairs, such as belt lacing, babitting, key fitting, etc. A part of each day will be passed by the students at blacksmith work, and while the time for this will be limited, the student will be able to learn the fundamental and elementary principles of forging, welding, and tempering such simple jobs as could be done on a farm. The two courses are run simultaneously, so either the one or the other must be chosen. The college is splendidly equip-

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps— give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Bran-
don, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this speci-
alty a profitable side
line. It appeals
strongly to the farmer
on account of its
comfort. It is an
easy seller and makes
a wagon ride easier
than a buggy.

For further information write the
Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,
Factories: St. Louis, New York.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Dowagiac Drills & Seeders Are the Leaders

ASK US NOW YOU SHOULD KNOW
DOWAGIAC MANUFACTURING CO. DOWAGIAC, MICH.

ped for such a course, having large workshops, laboratories and lecture rooms. At least ten different makes of tractors will be at the college, giving the student ample opportunity to become familiar with the various types of engines on the market. The outfit needed is simple, a suit of overalls and an 8-inch wrench being the lot. All who desire to apply for admission to the courses and are over 18 years of age, should write the Principal at the college. The registration fee is \$5 and certificates of proficiency will be granted according to the results shown by the examinations at the end of the courses. The time would be well spent by any young man who intends to follow the implement business, as it would give him an insight into several makes of engines.

The Common Danger.

In an article on the subject of centralized distribution a vivid and trenchant editorial appears from the pen of the editor of the Benton City Times, Iowa. He looks at this momentous question from a logical and impartial standpoint. More and more plain is the fact that the system of centralized distribution now gaining a strong hold on the people is a menace to the institution of our common country and a system fraught with danger to our very liberty. Suppose that these great catalogue houses are agencies fulfilling a certain want, will they by that fact bear an impartial and intelligent investigation? What if the mammoth catalogue concerns should absorb all the business of the country? What then?

We will tell you "what then" according to our lights. Say that the catalogue concerns have supplanted the local distributaries, what follows? Is it to be supposed that they will rest content with one-half of the country's business? Not much. The selling of everything will be only one function of the great centralized system of distribution; next will come the buying of everything, and with the selling of all articles of commerce in the hands of the few and the buying of all products in the hands of those same few, where are we, the common run of the people, to find a place in which to exercise our power as individuals; and what is to become of the freedom and liberties our farmer friends now en-

joy under a widely spread competitive system?

This is no time or place for fault finding, neither are we in the business of finding fault. We have all along gone on the theory that the man who earns his money has the right to spend it where he will, and we still believe in that theory, with certain restrictions and modifications, but the question of buying where one wills has something involved beside the mere question of right. There is the future to think of. Are we as a community going to aid a few men to get so rich that soon they will control all the nation's resources and products, manufactured and taken from the ground and from the farm yard?

If the present tendency remains unchecked, the America of the future will comprise a few

extremely rich individuals who will manufacture, buy and distribute everything, while in contrast stands millions of ordinary men who shall be wholly dependent upon these few.

The greatest good for the greatest number is the underlying principle that should guide men and governments in their attitude towards public questions.

Now, if the increased power of the catalogue houses will mean a great good to the greatest number, let us welcome that increased catalogue house power and the few of us who may be seriously affected seek in other lines of human endeavor, the success we had hoped to attain in our present vocation.

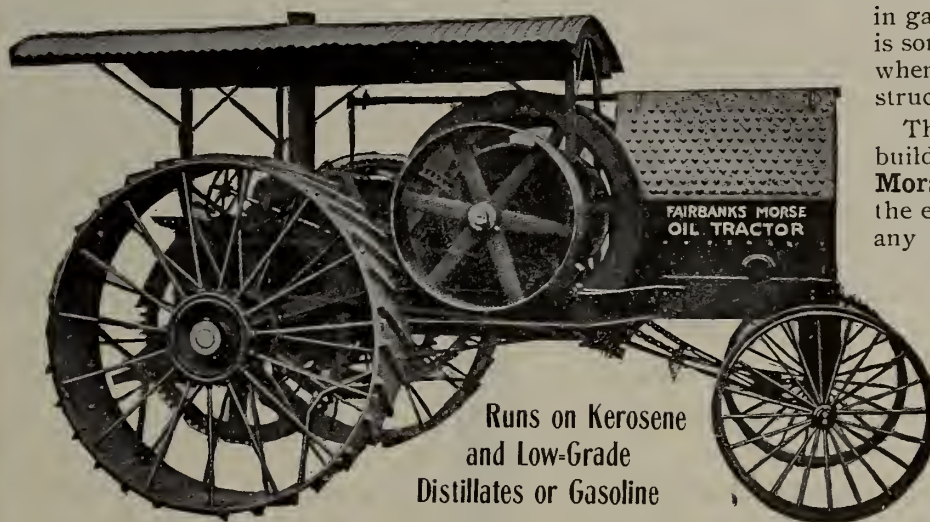
But what may seem a present advantage to the greatest number gives promise of actual

disaster to the greatest number.

Let us consider the question in this way: Will it be best for me and my children and my children's children to maintain the present competitive system, or will it be best to gradually adopt the socialistic doctrine of a centralized system of distribution? Will it be best to have keen, progressive local business firms interested, buying and selling farm products, or will it be best to have great centres where the buying and selling of farm products will be carried on?

This question of the catalogue house system of distribution has gotten beyond the local merchants. It is not his interests that are to be considered, but the interests of posterity; the interests of the many that now exist.

33 Years' Experience



Runs on Kerosene
and Low-Grade
Distillates or Gasoline

in gasoline engine building is something worth having when it comes to the construction of tractors.

That is our advantage in building the **Fairbanks-Morse Oil Tractor**, and, as the engine is the heart of any tractor, we are in a much more favorable position than other builders, who must search and experiment in seeking an engine to drive their machines.

This is but one of many reasons why you can sell the

FAIRBANKS-MORSE OIL TRACTOR

without fear of a "come-back" on the part of the buyer.

If you are open to represent us in your district, write for our proposition.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line, gets compliments instead of complaints."

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co.

WINNIPEG

SASKATOON

CALGARY

LIMITED

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

A Tread for Renewing Tires.

We have received an interesting booklet from the Triple Tread Manfg. Co., 52 Gertie St., Winnipeg, which describes in detail their process of repairing and retreading automobile tires. The question of tires is always a sore point with those interested in the modern automobile, and, from a practical standpoint, the Triple Tread system seems to commend itself. It has proved that vulcanizing has not met with overwhelming success in the repairing of tires. The vulcanizing process, employing live wet steam, tends too often to separate the different layers of fabric in the casing, and makes the parts adjacent to the repair brittle and grainy, materially weakening the entire structure of the tire. In the case of blow-outs the Triple Tread treatment is peculiarly successful, strengthening the casing round the entire circumference. In this new process, where the greatest wear comes on the tire, three thicknesses of tough, waterproof, Chrome leather are lapped, the edges tapering away toward the rims, so as to preserve the configuration of the tire. Their adoption in no way interferes with the attachment and detachment of the tire. The sur-

face of the tread is studded with from three to six rows of flat headed steel studs, which are hardened to resist wear. This system of tire re-treading claims to be both puncture proof and skid-proof, and it does away with the necessity for chains on the tires. Mr. E. H. Wilkinson, the manager of this company, has recently returned from England, where he secured a large additional equipment for the increase and improvement of their retreading system. He has been fortunate enough to engage, while in England, the services of an expert in the manufacture of automobile tires, who accompanied Mr. Wilkinson on his return to Canada.

A Comprehensive Dictionary.

We have just received the latest edition of Webster's New International Dictionary, which seems to be the last word in dictionary design. This large and complete volume can be easily classed as the most perfect ever supplied by the publishers of Webster Dictionaries. To give you some idea of its immense proportions, it contains over 400,000 concisely defined

words and phrases, covering 2,700 pages, and illustrated by more than 6,000 wood cuts. Considering at a very large estimate, that the average man in ordinary every-day conversation and penmanship uses no more than 800 words, we can safely assume that this massive tome will largely increase his vocabulary should he desire to do so. This book has taken six editors, of great individual qualifications, considerably more than six years to collect this immense amount of matter from the fields of modern scientific lexicography. For convenience of consultation each alphabetic letter is clearly defined in position on the edge of the closed volume, while a new system has been evolved whereby each page is divided into two sections, the lower section containing the rarer and composite words less familiar in general literature. Another addition which is unknown to the average dictionary is the inclusion of so-called "slang" terms, the compilers basing this addition on the fact that such terms are, perhaps unfortunately, common in our newspaper columns and lighter literature of the present day. Such phrases as "rough-house," "graft," "cinch," although full of meaning to the average lay mind, may give most unhappy results when in-pinging on the literary perspective of some erudite and pedantic scholar. Such an one may now seek for the purport thereof, even as he would assure himself of the derivation of some doubtful word in the ancient Greek. For the scientist, scholar, engineer, medical man, business man, in fact, for every thread in the great warp and woof of human industry and activity we can strongly recommend this encyclopaedia of information regarding words and their meanings. Its presence in the library of any man assures the exactitude of his conversation or correspondence. It can be procured from the publishers, G. & C. Merriam Co., Springfield, Mass., U. S. A., who will supply any information regarding it.

Not so Helpless,

F. S. Hight, the manager of the Willard Hotel in Washington, had a plumber at his house for several days plumbing around.

Hight noticed that the plumber had no helper with him. He talked to the plumber about this lapse, and called the attention of his own family to a situation that he

had never observed before—a plumber plumbing without a helper. Also he spoke about it to various persons round the hotel.

Presently the bill came in. In it were charged, with great care and particularity, a large amount of materials, and then occurred this line: "For plumber and helper, \$96.00."

Hight sent the bill back, and suggested that as there had been no helper with this expensive plumber, it was his opinion that the bill was subject to revision in that item.

He received this reply: "Dear Sir: It is quite true the plumber's helper was not at your house but he helped round the shop getting the tools ready, and so forth."

Meditations for Masters.

In an address to the Executive Club in Chicago, Thomas Balmer based his theme upon the unusual view—that of "the efficiency of employers." In every question both sides must be studied before an absolutely logical finding may be arrived at, and in quoting a few of the queries and assertions contained in Mr. Balmer's speech we must admit that his arguments, from the standpoint of both employer and employed, should be productive of thought in the latter as in the former. Among other remarks he says:—

Employers expect from their employes an attitude of mind towards them which they rarely, if ever—and yet more rarely in equal degree—hold toward their employes.

They expect from them loyalty.

A funny man once wrote a book on "Raising a Father." The moment a man becomes a father he has new responsibilities; new points of view in life; and no one can give them to him except his own child.

Now the man who doesn't realize the opportunity of fatherhood, loses a whole lot out of life; and the man who doesn't realize his opportunity as an employer loses a whole lot out of his life.

People tell us over and over again, "You are wasting sympathy on those people—they are a lot of cattle."

Exactly! That was the attitude of the barons in the days of old. That is the case with Vanderbilt—even with you: The public be damned!

Example is the greatest teacher—greater than any precept.

What example do you show your men?

I saw a message the other day. It said: "If your boss can't inspire you, you have the wrong boss."



Mr. Dealer

Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

A dumb man might be a good employer, even though he could not talk to his men. He might teach them by example. Teaching by precept, he could get somebody to do for him. But he would have to be sure he had the right one.

Here is the young man who comes into your employment. What do you owe him?

First of all, what are your responsibilities? He is entitled to the opportunity to earn his salary, you owe to him the opportunity to earn more than his salary, so that some day you can pay him the larger salary he has earned.

You owe him the education in your business that will fit him for better things; and you ought to see that he gets it. To make him efficient give him incentive in life to raise his own estimate of himself, for which he will thank you.

You owe him consideration; interest, as far as possible, in his personal affairs. Certainly you owe him protection, as a protection to your business, to see that you keep him from detrimentally wearing down the standard of your office by influence or bad example.

It is the good-fellow type of careless loafer who lowers unconsciously the standards of his associates.

The more kind, good-natured, and the more of a "good fellow" he is—if a loafer—the more unwilling you are to discharge him. That is all the more reason you should discharge him. Others unconsciously follow his example just because of his good-fellowship.

I do not belong to the anti-cigarette league, or to any non-smokers' league, but I have investigated the results of the smoking habit in my office, both in personal experience and by watching my men, and I am satisfied that smoking during business hours works to the detriment of business.

I found that about 11 o'clock the smokers got busy doing nothing, running around to others' desks, too nervous to settle down to work; and if most men were as candid with themselves as I am, they would admit that smoking is not promotive of exertion.

It is a species of nervous stimulant to some men, but it is like other stimulants—the more it is indulged in; the more the habit demands in order to get the desired effect—until finally it is increased to that point where it becomes the master; and one then must choose either to stop it altogether or become its slave.

Now in salesmanship, verbal, written, and printed, I have found

that the largest waste comes through dishonest, lying statements made by the employer, and repeated by the men. I am not arguing for honesty, as do some people, that we ought to be honest, policy or no policy; but I

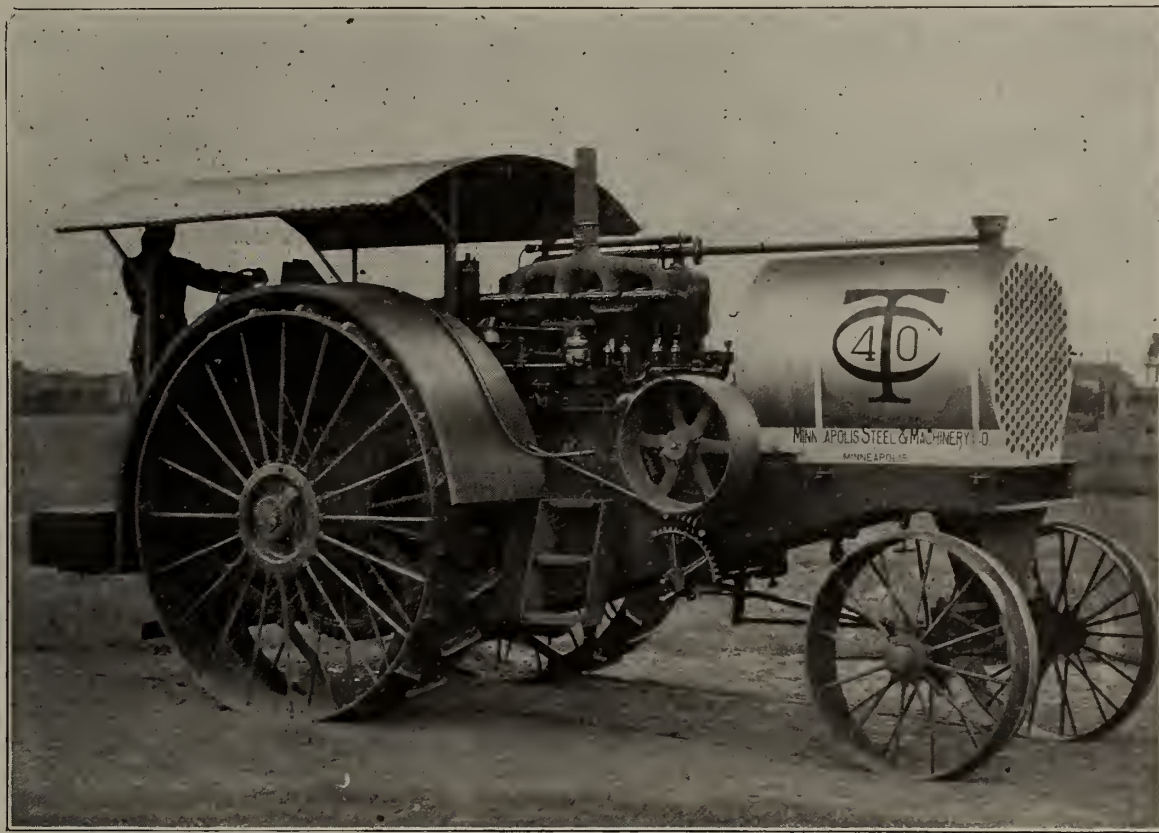
think it can be shown that "honesty is the best policy."

The man who takes your customer's money by misstating facts concerning your goods is a highway man; in fact, whatever his intention. His one thought is:

they have some money; he wants it, and is going to get it—he doesn't care how.

It gives us a terrible jolt every time we hear our friends praise our enemies.

TWIN CITY GAS TRACTORS



Twin City "40" All Steel Gas Tractor

Minneapolis Steel and Machinery Company, with its million and a quarter dollars of capital, stands ready to back up the following statements; that of all Tractors manufactured, the TWIN CITY FORTY has:

**The Strongest Frame
The Best Type of Motor
The Only Sure Oiling System
The Most Durable Transmission**

**The Most Efficient Cooling System
The Least Weight per Horse Power
The Greatest Accessibility of all its parts**

It is the smoothest running Tractor made; has the largest crank shaft per horse power of any four cylinder, five bearing machine, and the largest bearings. It is made entirely of steel throughout. Its price per horse power is little, if any, higher than the price of the ordinary cast iron machines. It is acknowledged by our competitors as the best American Tractor made. Their only criticism is that they do not see how we can make any money out of these Tractors, furnishing the high grades of material, and putting the high class of workmanship on them we do.

We ought to have one hundred Tractors on hand for the spring trade, but we have not to-day a single unsold Tractor. However, we are turning out two TWIN CITY FORTY Tractors a day, and can serve promptly those of our friends who wish a Tractor for their spring work, and who place their order now.

We invite the dealers and farmers of Canada to visit our plant, the largest manufacturing plant in the North-west, and our agency at Regina where these Tractors are in stock.

**A Liberal Agency Contract is offered Canadian Dealers.
Write To-day for full particulars to**

Minneapolis Steel & Machinery Co. of Canada, Ltd.

W. J. Barnard, Manager.

REGINA, SASK.

A Word to the Dealer.

F. E. Floyd, in Gas Power.

I have been a consistent reader of gas engine literature for some time, and it is very rarely I find an article prepared for the dealer, especially the small dealer.

Many manufacturers depend entirely upon the dealer for the sales, yet they seem to forget him to a certain extent when it comes to educating and training him as an engine salesman.

First, the dealer should know the engine he sells from both a mechanical and selling standpoint.

If he is in the least inclined to learn he will find it very easy to obtain all the knowledge he wants. If there is some particular thing about his engine he does not understand; write to the manufacturer for information. The sales manager of the company he is dealing with will inform him, or see to it that he is informed, on all the good selling points about the engine. Write these points down, and always keep them in mind. Be prepared to meet a man on any

question he might ask. If a customer is in trouble see to it that he gets help in the best and shortest time. In other words, give the customer service. That is the cry that is going out from all leading manufacturers, especially with automobiles. Service stations are being established all over the country to take care of the man who has already purchased as well as being a big inducement to a prospective buyer. This holds true with the stationary engine, and would be a great help in increasing sales, and would keep the engine sold.

Make a customer feel you have an interest in him, and that you are anxious to see him get the very best results from his engine. By doing this your old customer will bring you new ones. Find what others' troubles are, and you will know about what to expect. Every magazine conducts a trouble department. Study these and you will have covered the most common troubles and gained a lot of good technical knowledge.

If there is a question asked you that you cannot answer, or a trouble you cannot remedy, don't let it happen the second time, but prepare yourself for an answer or a remedy through your manufacturer, or the columns of some paper. Obtain from your manufacturer or general agent all their latest literature. In this way you will be well posted on their latest models, and you can give a prospective buyer something to read that will keep your engine in his mind. Every now and then place an advertisement in your home paper and in the leading country papers that are delivered to the farmer's door. He will read them and know what you have, and where to find you. The cost is small compared with the results.

During the dull seasons keep in touch with your prospects. Give them something to read and think about, so that when the busy season opens you will have them interested in your engine. Right now is the time to get literature in the hands of prospective buyers of marine engines. The year around is good for stationary engines, but some months are better than others. After you have been in the business a while you will know what months are best for your particular territory, and you will be prepared to meet them.

A very good idea is to visit the county and state fairs. Study the different engines and ask questions. Exhibitors are always ready to give information. See how the other fellow sells. If your company has an exhibition use that to get business for yourself. If a local fair or carnival is held put an exhibit in it. If possible, and you want to stay in the engine business, visit your company's factory. Stay at the factory several days, and learn how they manufacture. Nothing would give you a better knowledge of your engine than to see how each piece is made, assembled and tested. You will then have some interesting things to tell your trade.

Be optimistic and talk for a good business year in 1912, and forget about presidential election years being bad for business.



I Furnish Both Rod and Customer

YOU Make the Profit on Shinn Lightning Rods

I have a plan for selling Shinn Lightning Rods that has never been used before. This plan we tried out and it works fine. Now I want to tell you about it so you can share the big profits I make for Shinn dealers.

My selling plan is so full of stunts and schemes that your customers keep watching to see what will break next. Here is something entirely different from peddling rods over the country. I bring the customers to you. This sounds strong, but when you get the full details of my Big New Idea you'll see that I am right. You'll see why every Shinn dealer makes money—why **you** can make big profits selling these rods.

A Newer, Better, More Logical Method of Selling. A Money-Making Way for Canadian Dealers

The Canadian property owner needs lightning rods. The only reason he hasn't bought them is that he hasn't been asked in the right way. Too much peddling and too little salesmanship.

After deep study I hit on the "Big New Idea." It took like wildfire and dealers everywhere are using my plan to double and even treble their business. You can do the same. It works automatically.

Cost you nothing and takes no time from your regular business.

My Big New Idea in Lightning rod salesmanship is bound to make you money, because it is founded on sound business principles. A proved plan. No dealer who has ever tried the Shinn way is willing to go back to the old fashioned method of selling lightning rods.

Here Are Some of the Stunts—See for Yourself— A Successful Selling Plan at Last

Provincial Inspectors—a bang-up new feature. \$75,000 bond—free bond to your customers—instructions on installation—copy limited—edition book on salesmanship—big farm paper ads—handsome lightning rod catalog ever issued—new and striking circulars—free local advertising. These are only a few features of my plan. You need to know the full story to do it justice. Get the complete details.

Send the Coupon—Get My Gold Nugget Book

The booklet that explains my wonderful proposition and shows you why Shinn Lightning Rods will prove a gold mine for you. This book has been the stepping stone to profit for many dealers. It opens their eyes to a remarkable opportunity right at their door. It can and will do the same for you. A gold mine at your door. A pocketbook at your feet. An opportunity ready to hand. The Shinn agency with the Shinn Big New Idea of co-operation spells More Money for you. Get it. Write for the Gold Nugget book. Send the coupon.

Signing the coupon obligates you to nothing but will bring you a book that is worth dollars to you. Write for the "Big New Idea."

W.C. Shinn, Lincoln, Neb. U.S.A.
Without obligating me you may send me your "Gold Nugget" book explaining how you help me make money selling the Shinn lightning rod.

Name.....
St. and No.
P.O.
Province

Send
This
Coupon

Profit
To You

W.C. Shinn, Lincoln, Neb.

An I H C Threshing Outfit Will Satisfy Your Patrons

If you have a prospect for a new threshing outfit this season, and want to have that customer thoroughly satisfied with his purchase, sell him an I H C threshing outfit with a kerosene-gasoline tractor or portable engine.

No matter what a man may think he wants, he is usually willing to change his mind and take something better. The dealer who sells I H C threshing outfits is at no loss for examples of reliability and efficiency. There are thousands of I H C outfits in satisfactory use, making friends everywhere by their simplicity and economy of operation and by the thorough way in which their work is done.

The threshing machines we sell, make good. Of the tractors and engines too much cannot be said. Bear in mind also, that every engine sold means more sales of farm machines. A farmer who has power is going to use it in every possible labor-saving manner.



Both you and your customer will be well satisfied with every sale of a 1912 I H C threshing outfit. See the blockman or write the nearest general agent for full information about kinds and sizes of threshing machines, tractors and engines.

WESTERN CANADIAN BRANCHES

International Harvester Company of America (Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

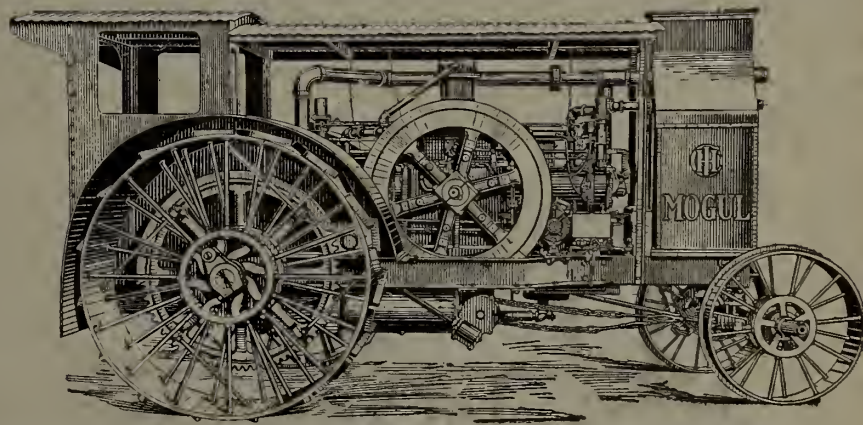
How Sales of I H C Gasoline Engines and Tractors Profit the Dealers

Power on the farm—twenty years ago not dreamed of, ten years ago ridiculed in many places—to-day is a necessity. Success on the farm follows the use of the gasoline engine and tractor. Success in business is a reality for the dealer who pushes reliable I H C gasoline engines. The more engines and tractors in use the more money made by the farmers. The more money made the more spent with the dealer in farm machines. When the use of an engine proves profitable to one man, his neighbors follow suit, and buy engines. They must, or be left behind in the race for success.

Every good engine or tractor sold is a boost for the whole gasoline engine business. The influence of one dependable engine properly used, affects the whole neighborhood, and creates many sales. As soon as a farmer realizes the usefulness and the labor and money-saving value of a good gasoline engine, he is going to buy. A reliable engine making good in the hands of a neighbor is about the best sales argument that can be made.

I H C engines and tractors make good, and are, therefore, good sales boosters. It is to your advantage to push them at every opportunity.

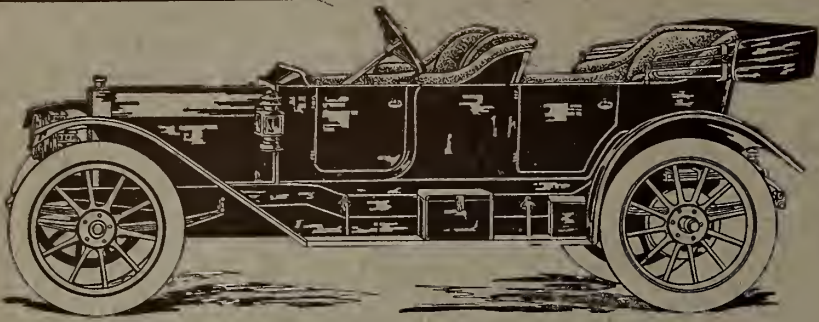
Ask the blockman about our plans for interesting every possible engine customer in your locality. A talk with him, or a letter to the nearest branch house may result in a decided increase in your engine and tractor business.



WESTERN CANADIAN BRANCHES

International Harvester Company of America (Incorporated)

At Brandon, Man.; Lethbridge, Alta.; Calgary, Alta.; Saskatoon, Sask.; Weyburn, Sask.; Edmonton, Alta.; North Battleford, Sask.; Regina, Sask.; Winnipeg, Man.; Yorkton, Sask.



FIRESTONE COLUMBUS

\$2750.00 F.O.B. WINNIPEG

A really splendid example of motor car efficiency built by the Columbus Buggy Co., builders of the highest grade carriages in the United States and the famous "Columbus Electric."

Has left-hand steering gear and centre control, which is the most up-to-date and correct control.

Equipment: Top, Glass Front, Speedometer, Vista Electric Lighting System, Presto Self Starter, Demountable Rims.

A car worth buying; a car to be proud of.

Agents Get Our Contract Proposition

JOSEPH MAW & CO., LIMITED,

WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED,

GENERAL AGENTS:

Winnipeg, Man.

Regina, Sask.

Edmonton, Alta.

Brandon, Man.

Saskatoon, Sask.

Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE,

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

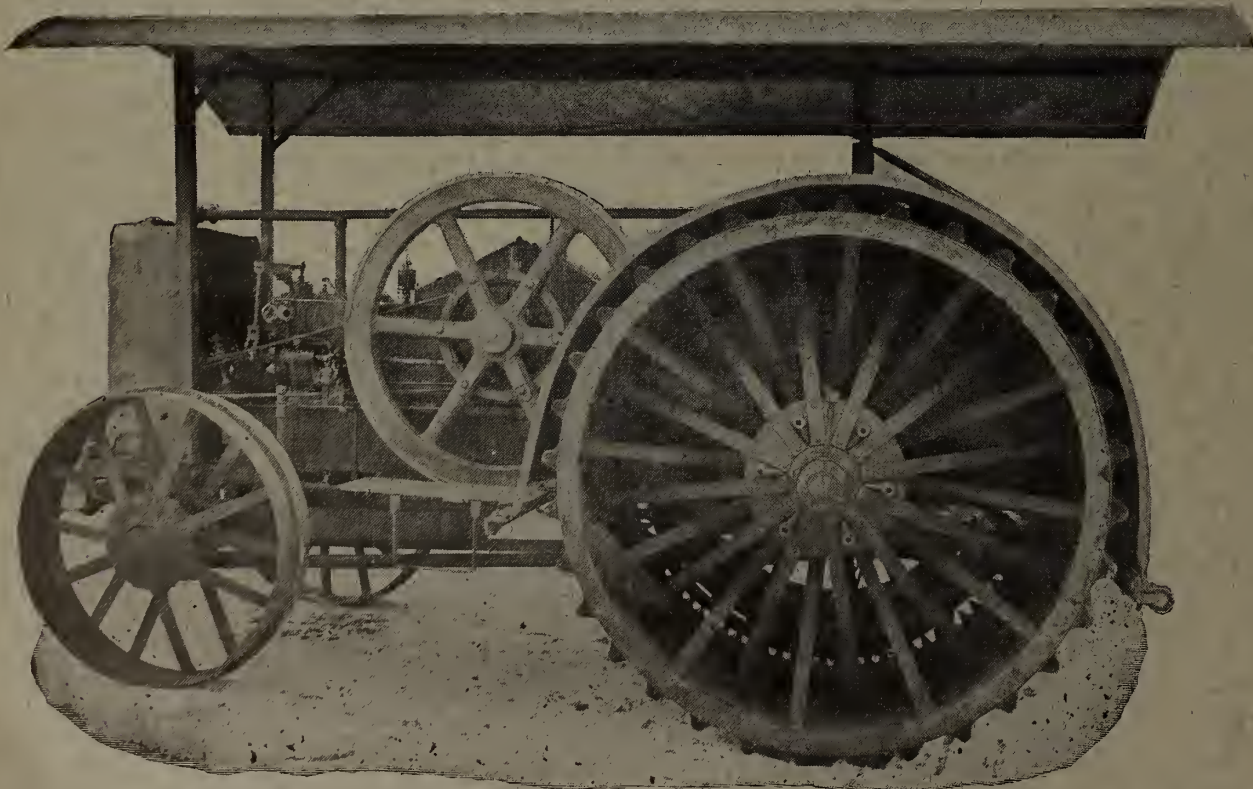
That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

The Improved "IDEAL" Tractor



Dealers! Our 1912 Model embodies the latest improvements and several important modifications from the 1911 Model.

We have no left-over machines of last year's make to dispose of, but are putting out tractors built this year and strictly up-to-date.

Our advertising covers the West, producing enquiries which are easily turned into sales.

Write us for details of our proposition to dealers.

We Make:

"Ideal" Gasoline Tractors,

"Ideal" Hopper Cooled Gasoline Engines,

"Maple Leaf" Grain Grinders,

Windmills and Pumps of every description,

Wood Sawing Outfits,
etc., etc.

Goold, Shapley & Muir Co., Ltd.

Brantford

WINNIPEG

Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 7.

WINNIPEG, CANADA, JULY, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cents

Your Gasoline Engine Requires Ignition of
Highest Efficiency and
Absolute Reliability

We
Have It



The
Comet

The simplest, most compact and powerful low tension direct current magneto made. Let us prove this statement to you by a 30 day trial on your engine.

Henrick's Novelty Co. 331 W Georgia St.
INDIANAPOLIS, IND.

Stickney Gasoline Engines ARE THE BEST

M 8

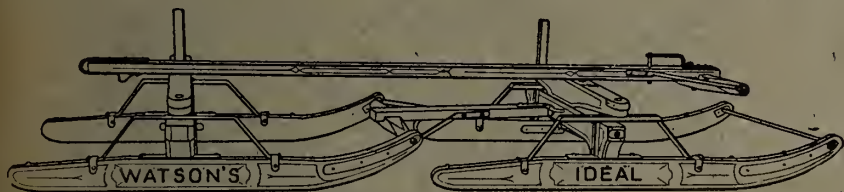


What's the Reason

Why are some farms worth more than others, why is one horse worth more than another and why are Stickney Gasoline Engines better than all others? Your customers know the merits in farms and horses, and you ought to know the merit in Stickney Engines. It will pay you.

Ontario Wind Engine & Pump Co. LTD.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.

Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding.

Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

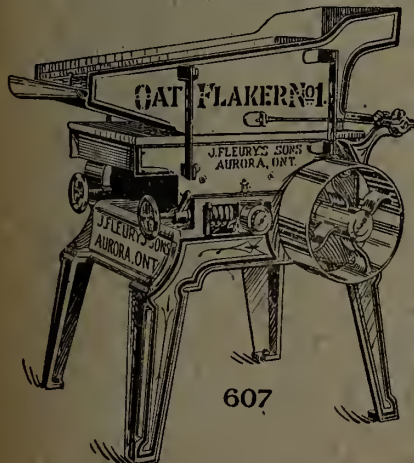
Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleighs for One or Two Horses.
All Styles of Heider Eveners.

WHEN IN WINNIPEG FOR THE FAIR COME AND SEE US.
OUR LINE WILL INTEREST YOU.

John Watson Mfg. Co.
LIMITED

COR CHAMBERS ST. AND HENRY AVE., WINNIPEG



Oat Flaker, No. 1.

THIS MACHINE has two rollers 9½ in. diameter x 18 in. in length, with corrugations cut for "CRIMPING" or "FLAKING" oats. It is also provided with SCREENS for removing straw, stones, sand, dirt and other foreign matter. Designed for CUSTOM WORK.

Hamilton, May 1st, 1912.
"I enclose check covering cash payment on Oat Flaker.

I must say I am very highly pleased with this machine, and have had no trouble with it whatever. It cleans the oats and does its work very satisfactorily. In fact I consider it superior to any I have ever seen. It is all and more than you represent it to be."

(Signed) WILLIAM BARNES.

JOHN DEERE PLOW CO. LTD.

Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.
Medals and Diplomas, World's Fairs,
Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.
Box 3006 WINNIPEG

Canadian Made I H C Wagons— Best For Canadian Roads

I H C wagons—the product of Canadian workmen—made to haul crops over Canadian roads—are the standard of all Canadian wagon values. The names Old Dominion, Hamilton, Chatham, and Petrolia represent the standard of wagon values to Canadian farmers.

To build wagons right requires a knowledge of road conditions. To sell wagons right requires judgment. You would not sell a light farm wagon for hauling wheat and flax over the average road, nor would you recommend a heavy road wagon for farm trucking. The I H C line includes well-built wagons of every description from the light one-horse farm wagon to the heavy three-deck grain wagon that will stand up on any road where horses can haul it. The completeness of the line makes it possible for you to sell the wagon best suited to your customer's needs.



A good way to build up a permanent, profitable wagon business is to study your customers' conditions, decide on the I H C wagon that best meets those conditions, and sell it to him. Full information regarding the complete I H C wagon line will be sent from the nearest branch house. A letter or post card will bring it.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Name Tells a
True Story.

SUPERIOR

The Name Tells a
True Story.

Disc Harrow and Cultivator on Wheels.

Perfect Cultivation.

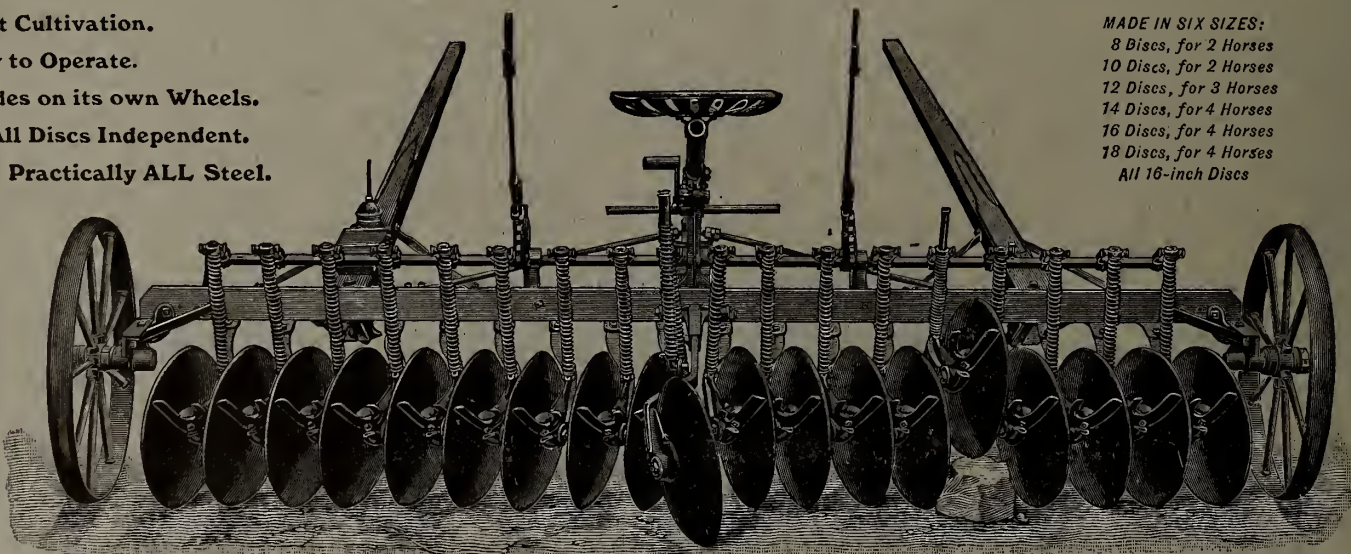
Easy to Operate.

Rides on its own Wheels.

All Discs Independent.

Practically ALL Steel.

MADE IN SIX SIZES:
8 Discs, for 2 Horses
10 Discs, for 2 Horses
12 Discs, for 3 Horses
14 Discs, for 4 Horses
16 Discs, for 4 Horses
18 Discs, for 4 Horses
All 16-inch Discs



REAR VIEW 18-DISC SUPERIOR DISC HARROW ON WHEELS.

If you want the Agency for the Best Harrow in the World, write NOW for Catalogue and Prices.

The American Seeding-Machine Co., Incorporated,
King and James Sts. Winnipeg Man.

A New Home—But The Same Threshing Machinery



Our New Offices in Winnipeg, at 116 Higgins Ave. East.

COMPETITION CONFIRMS AND STRENGTHENS ASSERTION

We have entered both our Steam and Gasoline Tractors for the Agricultural Motor Contest at the Canadian Industrial Exhibition at Winnipeg, July 3--20

Our tent will be upon the Plowing Field, and to all Dealers and their friends--to all our Customers--we extend a hearty and cordial invitation to visit us and see our exhibits. Come and see us at our new offices on Higgins Ave. East, while you are in town.

S. and M.

Stands for
Strength,
Simplicity,
Economy.

We will make Exhibits of our full line at the following Fairs:

CALGARY	- -	June 28 to July 5
WINNIPEG	- -	July 10 to 20
BRANDON	- -	July 20 to 26
REGINA	- -	July 29 to Aug. 3.
SASKATOON	-	August 6 to 9

Gas Tractors.

Plowing Engines.

Threshing Engines.

Separators.

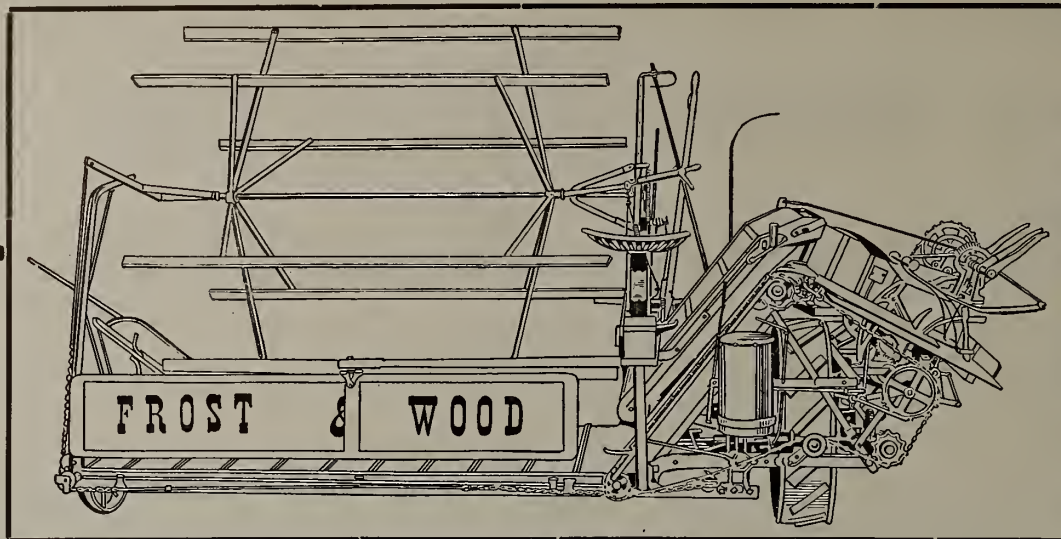
Road Machinery.

Write for Prices and Catalogue

Sawyer-Massey Company, Limited

BRANCHES-WINNIPEG MAN. AND REGINA SASK.





The Frost & Wood Binder

WORKS WITH

Watch-Like Precision

It's the Binder YOU should sell.

Show it to your customer and demonstrate that every detail and every part is there for the purpose of

Perfect Binder Service

for it is a wonderful automatic machine which performs all its operations with great precision.

Remember, then, that "FROST & WOOD" is one of the names that the last two generations have written LARGE in the history of the Canadian Farm Implement business, and that the FROST & WOOD is

The Best Binder To-Day.

Let this thought guide YOU when you sell your customer a Binder.

THE FROST & WOOD BINDER operates Knotter and Sheaf-ejector with an eccentric sprocket instead of a standard sprocket. This saves **POWER** by using leverage instead of extra power to tie and drop the sheaf.

As a consequence, the horses do not slow down at each sheaf delivery, but maintain even speed. This means larger acreage covered per day and less wear and strain on horses and binder.

The long spokes of the eccentric sprocket tie the sheaf with **INCREASED** compression, making a **TIGHT** sheaf that saves twine, and is **UNHULLED** by gentle ejection.

The short spokes of the eccentric sprocket carry the needle **SWIFTLY** back below the deck, allowing the packers to bring down the next sheaf. This prevents clogging and threshing of grain on the deck,—prevents choked elevators.

For **HEAVY** cutting, the **FROST & WOOD BINDER** is perfect and **LIGHT** running, thus it meets the **HARDEST** conditions of cutting. Bearings are held permanently in self-aligned boxings in a strong main frame. Roller bearings of large size mean **EASIEST** running under **HEAVIEST** load—impossible to bind by rough usage.

BEST Binder service at **LOWEST** cost.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

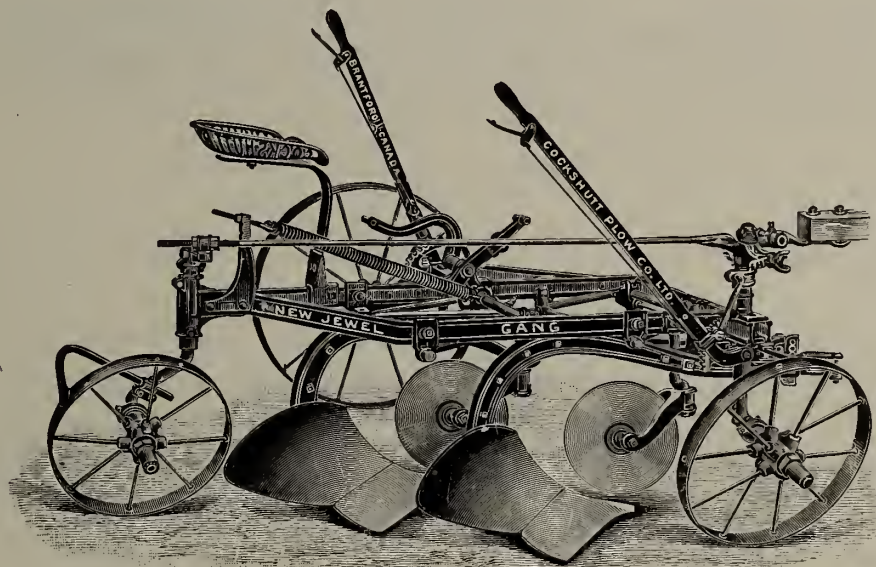
Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

The Implement Dealers of Western Canada

are cordially invited to make their headquarters during the Exhibition at the Company's Offices and Show Rooms, corner of Princess Street and Alexander Avenue.

Bring your friends and customers along. They will be welcome, and we shall be pleased to have your mail addressed in our care.

Your visit will interest you. The display of implements and vehicles we shall have on view will be the finest collection ever offered to the Western Trade. Come and see.



Cockshutt New Jewel Gang

has time and again demonstrated itself to be

The Peer of all Gang Plows

in all-round good work, ease of operation and lightness of draft. Hundreds in use---and every purchaser enthusiastic.

The superiority of this Plow and the extensive advertising we are giving it has made it

A WINNER

LIGHTEST DRAFT---MOST CLEARANCE---DURABLE---RELIABLE

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

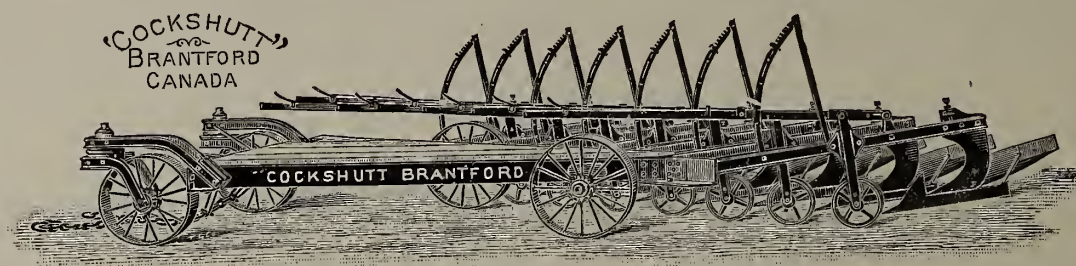
Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

The Cockshutt Engine Gang

In a book we have prepared on our Engine Gang, you can see some very fine Plowing scenes taken from farms all over the West and testimonials that should convince any impartial man that the Cockshutt Engine Gang is

The Best Plow in the World.

Write for the book to-day. We will be glad to send it.



Side View of Cockshutt Engine Gang—7-furrow size.

The frame of the Cockshutt Engine Gang is built of very heavy angle steel, making it extra strong and rigid, and well able to stand the strain of any engine.

It is made on the right principle—independent plows, each with its own beam. This beam can be made very strong. It has only the drag of a single plow to resist. On the Cockshutt Engine Gang this beam is **STRAIGHT**—the least length of metal results in the least amount of possible bending from strain. Not only that, but this strong Cockshutt beam has a second beam beside it to each plow. These beams separate to make a wide-bearing hinge,—impossible to slew the plow sideways out of line so it will wing.

Has a strong channel-beam triangular platform frame, with large, roomy platform. Wide-tired wheels close to the slanting beam which carries the hinges keep all plow beams at the set height above sod or stubble. This means that the last plow always plows at set depth, making an equally perfect furrow with the leading Plow. No matter whether ground is over-soft or hard-baked, all plows turn furrows at the set depth and in the same way.

The Cockshutt Engine Gang plows fit your ground automatically. If there is a rock, the plow mounts it and resets itself. The other plows are not affected. The plows sink and rise automatically as the land sinks and rises, plowing a uniform depth. The outer plows, on a crown or ridge, plow full depth instead of scraping the surface. The plows sink to proper depth if in the rut of the tractor wheel.

This flexibility between all the plows, and the low line of draft from tractor, mean **SPEED**. The long levers mean an **EASY** and **QUICK LIFT** of all plows at furrow ends. The swivelled platform wheels mean a **QUICK TURN** at furrow ends. There are **NO STOPS** of tractor needed during work. This means **ECONOMY**. It means **QUICKER PLOWING** by covering **MORE GROUND** each working day.

The Cockshutt Engine Gang stands up to **ALL KINDS** of work. It does sod breaking and stubble plowing, swiftly and cleanly, turning even furrows **STEADILY** and **PERFECTLY**.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 7

WINNIPEG, CANADA, JULY, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Ver Copy, 10c.

Power on the Prairie

Specially written for Canadian Farm Implements

By A. A. THOMSON.

Though the East is East and the West is West, at our city the twain do meet,
The mud-holed trail and the sagged side-walk give place to the asphalt street.
As the horse drawn plow, that is passing now, hears the engine's mandate plain:
"By the power of wheel and by hard wrought steel, we shall furnish you glitter-
ing grain."

By hand-driven hook that the farmer took, by the puling sweep of flail
That bent man's form so to us was borne the Work-worn People's wail;
We hitched our brains to the wind swept plains—saw that their need was great
And from crude machine and appliance mean wrought to these men a mate.

Aye a power we made of the slow scythe-blade, gave strength to the sluggard
share;

Have conquered soil by our brain-spiced toil, given acre by acre fair
From the prairie's wild to the farm-bred child that he may sow and reap,
And win his way to the front to-day—untired and with time for sleep.

Though East be East and West be West, yet all trails to the sunset run,
Even as this is so o'er each trail we'll go ere our world-wide journey's done.
We shall sow their seeds, we shall tend their needs by dint of our tireless toil,
And shall chant our song as we pass along o'er the wealds of the conquered
soil.

Knowledge of the Goods.

By S. P. Rocket.

I wonder has the average dealer ever been making a purchase and been exasperated by the obvious lack of knowledge on the part of the salesman regarding the goods he was trying to sell. We hear a lot in these days about the salesman that knows his line from stem to stern, but there are, notwithstanding, a great many salesmen who, when you meet them around the hotel, (if you are a non-customer), will reveal to you by their own admission that they don't know anything about what they are selling. And, strangely enough, many of this type of men take a peculiar glory in the fact that they don't know their goods; they consider it a testimonial to their selling ability that by mere glib talk and bluff they can place orders. Nevertheless, sooner or later, such a man will invariably run against a snag and will revert where he belongs—to the mechanical routine of the clerk behind the big ledger. I think that nothing raises my hair, or what is left of that passing beauty, like having a salesman flood me with a torrent of words regarding a machine or an engine, while I know he is talking arrant bosh. Some men like argument and tell the salesman he is wrong, but, personally, a great weariness overcomes me and I think that such argument is only wasted—for there is no more positive talker on earth than the man who is attempting to prove by ignorance his own efficiency. If an astronomer shows me through his telescope the rings of Saturn, and by involved mathematical formulae shows me the approximate number of miles

that they are in diameter, I will believe him and consider that he knows his goods and can handle his line, but when a spry fellow with a low-crowned hat on the back of his cranium and a watch fob like a diadem, and socks that would make a piece of Scotch tartan blush, tells me that the cam of an internal combustion engine is cyanide hardened, when it is bright and polished all over—why I naturally get vexed because I have done lots of cyanide hardening myself. It's no good for a theoretical man to try and pretend he knows all the practical side of engines or implements. If you have had the experience you can tell the difference between a cut gear and a carefully molded gear, and the difference between a hand forging and a drop forging. Anybody with a fairly retentive memory can pore over a catalogue or a descriptive article and come away ready to sell the goods with his brain like a broken-up gramophone record, but it's the exact reason why the machine does this best, and how it avoids the faults common to others, that the dealer has to satisfy his customer by answering before he can hope to make a sale. The majority of farmers have about as much imagination as they need, and no sloppy visions impinge on their mental horizon. It's hard to satisfy a man with little imagination—floods of talk leave him as dry as a sun-baked trail—you have just got to show him. Many farmers, I am sure, have been repelled from buying certain things they actually and really wanted because the salesman in

the case was so ignorant of the points or qualities of his goods that he was unable to answer perfectly natural and obvious questions. It is the privilege of the customer to ask questions of the dealer. He has the right to expect to be able to elicit every available scrap of information concerning any implement the dealer has for sale. He is about to spend good money for what he wants and he has a legitimate right to know if the implement or engine will exactly meet his needs, and will give him satisfaction and work in fair ratio to the amount of money he expends. In no department of retailing is this faculty of answering queries more important than in the implement trade. If such can be possible it pays the dealer to answer the questions even before they are asked—by his description of the points of the mechanism. The gasoline engine is as yet, a comparatively new thing to farmers, and will be a great selling factor in the implement world as time passes. While the automobile has flooded the business world with embryo mechanics, often of exceeding little ability, it is a necessity of the modern implement man to know and to know thoroughly the construction, theory and process of working of the internal combustion engine. The farmer may be of a studious nature and may have read up gasoline engines, before he came to buy one. How does the dealer feel when the farmer proves that he knows more about the Otto cycle than he does? If the engine is new to the customer, it is due him that full and exact information

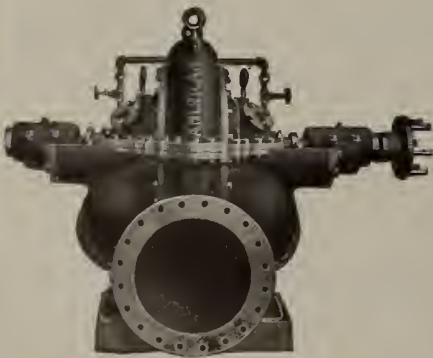
be given regarding it. The dealer who can do this is going to satisfy his trade and increase his business, and even more so if he trains his salesmen regarding the implements and engines they are handling so that they also have an increased and accurate knowledge of their lines. Nothing so scares a possible purchaser, or so assuredly makes dubious one who is actually negotiating a deal, than the indication on the part of the salesman of a lack of knowledge regarding the article or implement he is trying to sell.

Saving Time in Selling.

A novel and enterprising method of selling automobiles is reported by Horace De Lisser, vice-president, and Alfred Reeves, general sales-manager, of the U. S. Motor Co., who have recently returned to New York from a Western trip among their branch houses and dealers in the states of Ohio, Indiana, Illinois, Missouri, Iowa and Nebraska. As farmers have been too busy plowing to talk about automobiles, the salesmen of that company are travelling with extra farm hands, who do the plowing and other work while the farmers listen to the salesmen or take demonstrations. Farmers will be the greatest buyers of motor cars during the next four months, according to the above-named gentlemen. For the past two years the motor car has been giving proof of its worth to the agriculturalists, and those who were slow to take up with the power driven vehicles are now buying them with enthusiasm.

Be sparing of your promises but extravagant in your accomplishments.

THE STANDARD by which OTHERS are JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

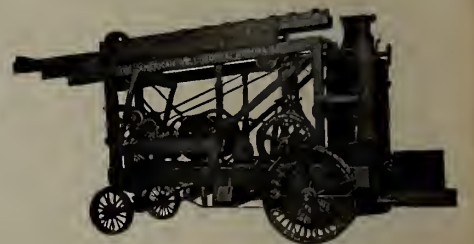
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Manseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



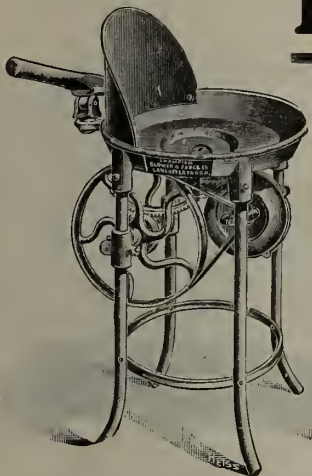
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS

Blacksmith Outfits



No. 150.
Forge With Shield

This is a line that Implement Dealers are beginning to realize as a necessary part of a well assorted stock.

HAVE YOU A WELL ASSORTED STOCK?

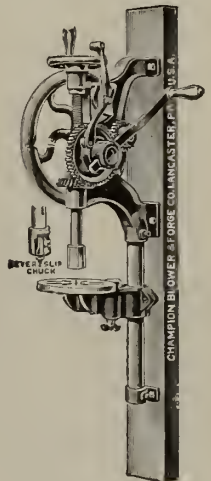
If not, let us help YOU out. We carry a complete line of Blacksmiths' Outfits.

When in at the Winnipeg Fair come down and inspect our stock.

D. Ackland & Son, Ltd.

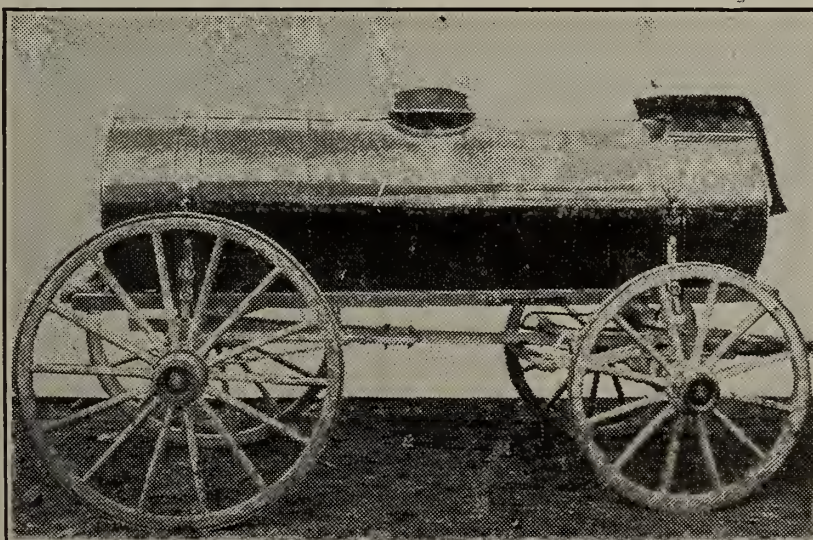
73 HIGGINS AVE.

WINNIPEG



No. 101.
Self Feed Drill

**Western
Standard**
Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

**STEEL TANKS ARE
OUR SPECIALTY**

Our prices and discounts prove a great inducement to Dealers.

When in town give us a call, or write for our list of prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

We are located just off Dufferin Avenue car line—6 blocks west of Main Street.

Mechanical Milking at a Monastery.

There has long been a crying need for some means to remedy the human drudgery and imperfect work connected with hand milking, and many mechanical means have been evolved to cover this side of modern dairy-work, one of the best being produced by the Sharples Separator Company. No task about the farm is quite so uninviting as milking by hand a long line of cows twice a day the whole year around. Sundays, holidays, everyday, it is the same tedious, wearisome task, which has kept many out of the dairy business, and which makes it hard to get help at any reasonable price. Again, if help is not reliable, the day comes soon when the owner

must do all the milking or see his cows suffer irreparable injury. Watch even the average milker how he handles the teats of the long-suffering cow, and then consider the adaptability of a machine that can suit any kind of udder, hard or soft, tender or otherwise. We usually associate dairy-farming with rosy-cheeked, white-aproned maidens, or fresh complexioned dairymen. How different to see what we saw one bright summer afternoon in the barn of the Cistercian monastery at St. Jean Baptiste near Winnipeg. Beyond the barn stood the great, quiet block of the monastery, a veritable tomb, for here the monks belong to the order of Trappists—self-condemned to

life-long silence by their austere laws. In the gloom of the barn stand about one hundred milch cows, the property of the monks, and around them work the cowléd figures of the canvas-robed brothers as they tend their kine. Up-to-date in their dairying, although cheese is their principal product, the order has recently installed the Sharples Mechanical milking machine. Along above the stalls run two ordinary black iron pipes, one $\frac{3}{4}$ -inch and one $\frac{3}{8}$ -inch. About midway above and between the partitions of each stall is the connection for the mechanical milking units, and tracing along the pipes we find they run to an outer building, where a plain,

double-cylinder air-pump of great simplicity is driven by a $3\frac{1}{2}$ h. p., two-cycle, gasoline engine. Each piston of the pump sucks air out of one tank on the up-stroke, producing a vacuum, while on the down-stroke it compresses air into another tank. Glancing at the gauges we see that the pump is producing 17 pounds of vacuum, or suction, and 7 pounds of air under compression. At each stall, as we have said, the milking units can be attached and four of these buckets or units will handle a forty or fifty cow dairy, milking all the cows in an hour's time for each milking. One man can handle these four buckets at the same time—that is he can unassisted, with this machine, milk fifty cows in an hour. From the pipe lines two tubes are connected to the lid of the bucket,

Secure Exclusive Sale of Empire Cream Separators and Witte Gasoline Engines

WE will not exhibit this year at the Winnipeg Fair, but we shall welcome all who are interested in our line at our Offices 230 Princess Street, Winnipeg. Come in and see us while you are in Town.

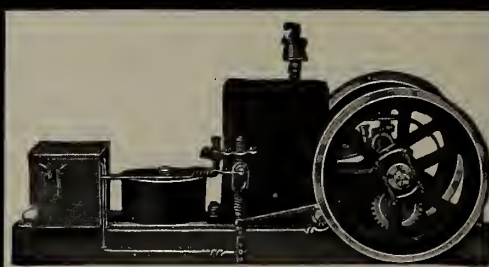
The EMPIRE CREAM SEPARATOR

is so well known, and the agency for its handling is so much sought after, that a live agent needs no introduction to this sure selling separator.

WITTE GASOLINE ENGINES

bear with them a splendid reputation for efficiency. Their reasonable selling price and the satisfaction they give in operation, combine to increase their value as a selling line. They are the self-sellers of the engine world. We want agents of energy, enthusiasm and ability to handle these two lines in our unallotted territory. To such men we will give the best agency contract in Canada. This is where YOU can make money, Mr. Dealer, and prompt action will secure you the right to put the Empire Sign in front of your premises. Extensive advertising campaign now being pursued in the leading publications. The sooner YOU get our Agency the quicker YOU will be able to supply the increased demand created by this advertising.

Drop us a letter or post card for further information.
We will reply by return of mail.



The WINNER 1 1/2 H-P Stationary

Here's the
Winner

THAT'S its name (The WINNER) because its low cost to you wins the order and its fine appearance, high quality and good service keeps orders coming. **It gives you a leader that is attractive** (just like the grocer who sells 20 lbs. Sugar for \$1.00 and thereby takes the trade from his competitor). **It is the entering wedge** that gives you the chance to demonstrate what a good engine you sell; then the agency for our complete line places you in position to land the orders of every other prospect.

NO OTHER LINE SO COMPLETE OR PROFITABLE

No time lost, you have something suitable for every customer. Our WINNER is 1 1/2 H-P; the WITTE JUNIOR line, 2, 4, 6, 8 and 11 H-P; the WITTE STANDARD line, 5, 7, 10, 12, 15, 20, 25, 30 and 40 H-P. A dozen different combinations. **Our guarantee runs five years.** Every engine when sent out must be capable of fulfilling it or money refunded—that certainly is safe and sound business, you can't lose. **We give you liberal discounts, we protect you, do not advertise any prices and sell only one dealer in each territory.**

Let us ship you a sample for test and comparison.

Your name and address will bring all information.



The WINNER 1 1/2 H-P Hand Portable

WITTE IRON WORKS CO., Kansas City, Mo.
Branch Distributors, EMPIRE CREAM SEPARATOR CO., Winnipeg.

Empire Cream Separator Company of Canada, Limited

H. P. HANSEN, Western Manager.

230 Princess Street, Winnipeg.

TORONTO

MONTREAL

SUSSEX



The Barn at the Cistercian Monastery.

which is held tightly in position by the turning on of the suction cocks. From the bucket tubes lead to the teat-cups, each of which consists of a rigid metal shell surrounding a rubber diaphragm or gland. This gland is the equivalent of the human hand in milking and its soft and flexible interior closes on the teat on all sides and, by virtue of the pressure produced by the air-pump, gradually compresses the teat from the bottom towards the top. At the right moment this air pressure is relieved, the rubber opens, and the vacuum always maintained in the bucket by the suction pipe, draws the milk freely and rapidly from the teat. The beauty of the action is its similitude to the human hand, in its gradual compression and release of the teat. This action—the cutting off of the suction and the momentary upward squeeze of the rubber—is actuated by a self-acting pulsator attached to the pipe lines above the units. When the flow of the milk has ceased, as can

easily be seen, for the milk empties into the enclosed bucket in front of a little window in the bucket, the pressure is turned off and the unit removed from the udder of the cow. The vacuum is still maintained in the bucket eliminating any possibility of dirt entering the milk bucket by an opened lid, until the unit is disconnected from the pipes above or the suction is cut out. The process on the teats can be maintained at about fifty pressures per minute, and can be adjusted to suit a tender udder, being made in various degrees soft and gentle by alterations of the pressure cocks. The rubber in the teat cups conforms itself to the teat as comfortably as would the human hand, and, strange to say, the cows are quiet and docile during the applying and operation of the machines, perhaps more so than in ordinary milking as the rhythmic throb of the pulsator about them has, probably, a soporific and soothing effect on the bovine brain. The buckets are as easily

cleaned as ordinary milking buckets, and, being enclosed, are far less liable to the entry of foreign matter. The units can be placed in water and thoroughly cleaned by the mere suction of the water through them by the vacuum or suction. Every part of this mechanical milker seems strongly made, and should stand long wear with little expense and the great feature in its action seems to us to be the absolute parallel it has with the natural action of gradual compression and release in the human hand when milking. It can be used for a three teat udder and, strangely, has been found to make fruitful a teat that previously was dry. Cleanliness, labor-saving, speed, and natural action; the mechanical milker of the present day has revolutionized the dairy-farming of Canada wherever it has been installed.

Play the Game.

Though mighty deeds you may have done

Keep hustling just the same.

Remember that last year's home run

Won't count in this year's game.

Co-operative Mixed and Dairy Farming in Scotland.

The Dunfermline Co-operative Society's report for the nineteenth year of its being shows a successful year's farming. The association paid \$27,188 to farmers in the district for milk, and received \$57,370 from the milk and butter produced on its farms at Urquhart and Logie, together with the sale of dairy produce from other farms not owned by the society. The net profit on farms and dairy combined was \$14,118; on the milk alone the profit was \$9,411. During the 19 years this co-operative society has undertaken farming this is the seventh in which a profit has been made on the farms as apart from the dairy work. Last year the association had a loss on the two of \$15,485. This association stocks its farms and pays for their upkeep, specialising in dairying, their principal supplies being to the cities of Edinburgh and Glasgow. As will be seen, the purely dairying side of their farms is more valuable to them than the mixed farming side, and this is all the more to be remarked since their farms are located in a splendid district for both grazing and grain growing.

DE LAVAL CREAM SEPARATORS

Business Builders

for the Dealer

There is no other implement or machine sold to the farmer that will so add to a dealer's prestige and assist him so much in making new customers as the DE LAVAL. The agency for the sale of DE LAVAL separators is a valuable asset to any dealer's business.

Agency Applications Invited

THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

BIG REWARD

Implement Dealers will be well rewarded by handling

The Famous "Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—It will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND



The Homesteading of Dominion Lands by Women.

At a board meeting of the Winnipeg Board of Trade during last year a resolution was passed approving of a petition to be presented to the Governor General of the Dominion. The petition requests that a bill be introduced by the Parliament of Canada, providing that all women of British birth who have resided in Canada for one year, and, if residing with their father or mother or near relative and are of the age of eighteen years, or if otherwise, are of the age of twenty-one years, shall be granted the privilege of homesteading. It has been proven in the past that widows have made successful and desirable settlers, and many women, both widows without children and unmarried women, both Canadian born and British born, possessing means, are desirous of taking the advantage should the law permit them to homestead. There is little doubt, should such a law come into force, that Western Canada would benefit greatly thereby. It would tend to promote a better class of male settlers and would foster a type of

living comparatively rare where only the male sex are in evidence on the outposts of Empire. The existing Homestead Law discriminates against a man who has daughters, providing a birth-right dowery only for the homesteader whose children are sons, and none for the homesteader whose children are daughters, the accident of sex thereby enriching the one family and impoverishing the other. Many Canadian women have entered callings and professions where they secure an independent livelihood, thereby contributing their share to the growth and prosperity of the land. It is only reasonable to assume that, given the homestead privilege, their consequent action would justify this extension of the Homestead Law. Women have had to bear their share of the cost of government and have aided in the subjugation of the prairie along with husband or father and brothers. They have given of their best to the needs of the West, and have been in many cases pioneers of civilization, bearing all the burdens and in-

conveniences of a frontier life—why then should they be denied any heritage in the land they love so well. The trend of population is ever towards the congested city, the overcrowded streets point to the fact that competition will grow so keen in the struggle for existence that the wage earning male will have to confront a reduction in money along with an increase in the cost of living. Scan the faces of the women of the cities. These are the future mothers of the race—the potential physical imprint of the Canadian of the days to come. Can the jaded, worn and peaked features we see, and the round shoulders begotten of office work tend to build a sturdy and vigorous motherhood in Western Canada? Women who will cut away the unnecessary trammels of civilization, and who will go back to the wind-swept bluff and shimmering prairie lands, will, beyond doubt, be fertile factors in the future stamina of the race such as would not be the case in the artificial existence of the cities and towns. It will be well should they be granted the opportunity to homestead, and to win by this means another channel for an independent feminine existence.

ment of a bill of exchange, or promissory note, either for the benefit of himself or such person, firm or corporation; or

(b)

Knowing that a false statement in writing has been made respecting the financial condition or means or ability to pay, of himself, or such person, firm or corporation in which he is interested, or for whom he is acting, procures, upon the faith thereof, either for the benefit of himself or such person, firm or corporation, either or any of the things of benefit mentioned in sub-section A of this section; or

(c)

Knowing that a statement in writing has been made respecting the financial condition or means or ability to pay, of himself, or such person, firm or corporation in which he is interested, or for whom he is acting, represents on a later day, either orally or in writing, that such statement theretofore made if then again made on said day, would be then true, when in fact said statements if then made would be false, and procures upon the faith thereof, either for the benefit of himself for such person, firm or corporation, either or any of the things of benefit mentioned in sub-section A of this section."

The Giving of False Statements.

The following proposed amendments to the criminal code of Canada were endorsed by many Boards of Trade throughout the Dominion, and strong representations in connection therewith have been made to the Honorable, the Minister of Justice and other members of the government at Ottawa. Every one is guilty of an indictable offense and liable to a term of imprisonment and a fine who:

(a)

Shall knowingly make or cause to be made either directly or indirectly, or through any agency whatsoever, any false statements in writing with intent that it shall be relied upon, respecting the financial conditions or means or ability to pay, of himself, or any other person, firm or corporation in whom he is interested, or for whom he is acting, for the purpose of procuring in any form whatsoever, either the delivery of personal property, the payment of cash, the making of a loan or credit, the extension of a credit, the discount of an account receivable, or the making acceptance, discount or endorse-

Passwords To Success.

President Roosevelt has at different times voiced a variety of mottoes in which he believes, leading off, it maybe, with the famous utterance about speaking softly and carrying a Big Stick. Here are a few of his sayings, gathered by those who believe in the man, and the results of his honest thought:

"Be ready."

"A square deal for every man."

"It is hard to fail; but worse never to have tried to succeed."

"Face the facts as you find them; strive steadily for the best."

"Be never content with less than the possible best, and never throw away the possible best because it is not the ideal best."

"It is better to be faithful than famous."

"Have all the fun you honestly and decently can; it is your right."

"Get the habit of happiness."

"Utilize your enthusiasms."

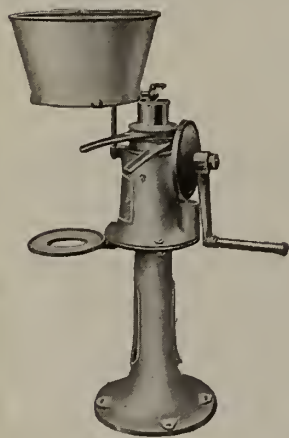
"The world is hungry for faith."

"Let every failure merely teach you the game."

The first census taken in Canada was in the year 1665.

THE

Premier Cream Separator



Satisfaction guaranteed to every purchaser. Thousands of satisfied users speak in highest praise of the

"Premier"

The machine that appeals to you at sight.

Be sure you look into the merits of the **"Premier"** before you decide on the Cream Separator you will handle. See our representative at all the leading fairs regarding our commission contract. It is the **Best**.

We are the Makers and Guarantors

Address:

The Premier Cream Separator Company
199 Princess Street, Winnipeg.

659-661 King St. West,
Toronto.

147 Prince William St.,
St. John, N.B.

Seeding Alfalfa at Two Pounds to the Acre.

That alfalfa will grow prolific on seeding of only two pounds to the acre is the opinion of L. A. Felger, manager of the Ohio-Alberta Farms Co., a practical dry-farmer operating a very large acreage eight miles south of Lethbridge, Alberta. The use of this surprisingly small quantity of seed is in marked contrast to the opinions of many experts who have been making a study of alfalfa for many years, in that opinions as to the quantity of seed to be sown have varied from 13 to 20 pounds to the acre.

Mr. Felger has an excellent stand of 12 acres, which was seeded with only four pounds to the acre in May, 1911, on fall plowing that had been cropped the year before. His plowing was done to a depth of five and a half to six inches, and he believes that if he had plowed deeper he would have required less seed. His seed bed was well prepared and he used a 2-horse cultivator four times, and harrowed early in the spring. He inoculated the soil with soil from a neighboring alfalfa field, and despite the fact that it was a severe winter he noted no loss

through winter killing. He expects his field will yield two and possibly three cuttings, but he plans to use a portion of the field in raising seed.

To prove the success of his theory of planting in rows and using only a small quantity of seed to secure a good stand. Mr. Felger has sent to the Lethbridge headquarters of the International Dry-farming Congress a sample dug up on May 22nd, which shows a 15-inch stand and a root system of 31½ inches before it was cut off with a knife, and it is plainly shown that the root was still longer.

"I am going to seed only two pounds to the acre next year," says Mr. Felger. "I find that four pounds makes too thick a stand, and I am going to stop up all the holes of my drill except two and thus reduce the amount of seed used, and at the same time mix my seed with ground feed. I sowed some alfalfa where I used every hole of the drill and it required 13 pounds to the acre. This stand was altogether too thick and not as good in its first growth as the field of 12 acres which I sowed with only four pounds."

The Hudson Bay.

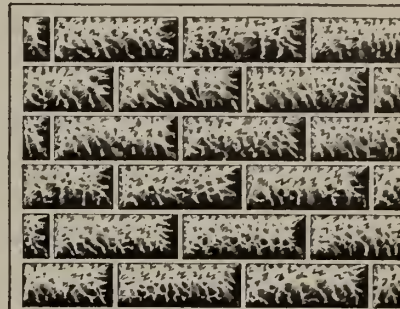
What effect will the recent marine disaster have on the Hudson Bay Railway now under construction by the Dominion government, from The Pas to either Port Nelson or Fort Churchill on Hudson Bay? If a mere wandering iceberg, that strayed into the stream lanes of the Atlantic, can sink a so-called "unsinkable" liner, and that at some hundred miles south of Newfoundland, what will fields of ice do to the freighters which seek to pass between the iron coast of Labrador and the frigid cliffs of Greenland? Professor H. T. Barnes, of the McGill University, claims to have invented an instrument, the microthermometer, which will detect the presence of an iceberg at a distance of two miles on the windward side of a vessel, and at seven miles distance on the leeward side. It is probable that many microthermometers will be purchased for vessels plying on the Hudson Bay route, and there is no doubt that they will need them.

The man who can't keep a straight face isn't necessarily crooked.

METALLIC SIDING

FOR

Houses, Stores and Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



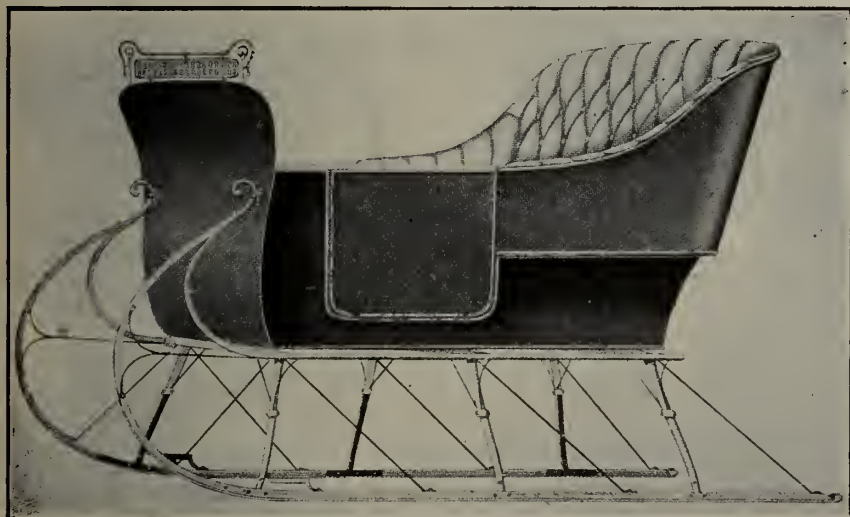
THE
Metallic Roofing
CO., LIMITED
MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C54

When in Winnipeg at the Fair be sure to Visit Us



The Tudhope No. 485 "Auto Seat and Fore Door."

TUDHOPE CARRIAGES, CUTTERS

AND

OSCILLATING FARM SLEIGHS

Are sellers while other makes remain in stock. They mean happy memories for the customer and money for the dealer.

SYLVESTER DRILLS

The drill of absolutely uniform distribution, have a record that dealers find a potent selling factor.

We are Dominion Agents for the well known Emerson Line, consisting of Emerson Engine Disc Plows and Emerson Engine Disc Harrows, and the New Emerson Independent Beam Engine Plows. These Plows are constructed especially for Canadian conditions. Also the famous Emerson Tillage Implements, including all their wheel and walking horse plows, mowers and hay saving machinery. These engine gangs are entered in the Engine Plow contest at Winnipeg. See them in operation.

TUDHOPE, ANDERSON CO., LTD., WINNIPEG.

Brandon

Regina

Saskatoon

Calgary

Lethbridge

Swift Current

Yorkton

The Universality of the Cinematograph.

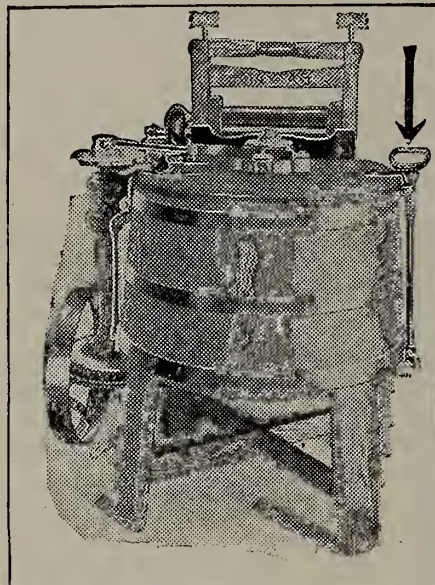
Now-a-days there are very few towns of any size throughout Western Canada that cannot boast of one or more picture-shows. In a remarkably brief period the moving picture play has become a great factor in the world of pleasure and it is not confined to a few countries but is to be found in the most unlikely places all over the world. In the towns of the western world it is no strange or unusual sight to see the cow-boy in real life—and in the stage existence of the picture show he has long been a popular hero. It seems, however, that his favor is now on the wane, and, though no show seems complete without him, he is not today the popular idol that he used to be. The

makers of films confidently state that the day is coming when the tragedies of history as subject matter will supersede entirely the mythical battles of the cow-boys and "bad men" of the western plains. It is good to note that the moving-pictures of the future will run more and more to the educational and instructive. At the present day a manager considers a bill incomplete if it does not include at least one scientific film, such as a set of pictures dealing with bird or animal life or industrial or commercial subjects of topical interest. A recent innovation is the happenings of the past week and in this line recent events are shown in a pictorial manner that doubtless appeal to many who

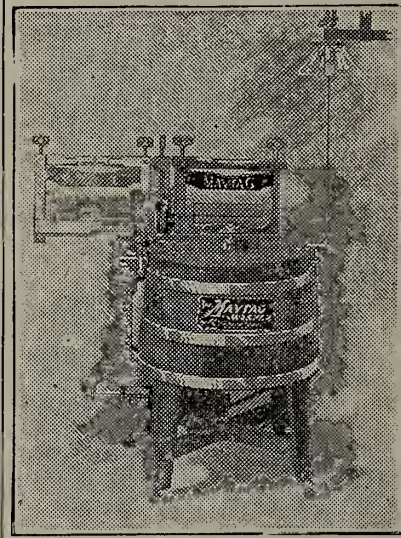
see them. As an instructive agent the cinematograph has a wide scope and practically unlimited possibilities. Take, for instance, the source of interest that it proves to farmers in other countries when it depicts the methods of farming in Western Canada and shows the types of agricultural machinery employed. Farming differs greatly in different lands and when such films are shown, say in the United Kingdom, they reveal to the future dweller on the prairies the conditions of farming life there, and in a way that is more educative than are the possibilities of a written description. Even more does this apply to the prospective immigrant from central Europe who labors under the disadvantage of not being able to read the literature of the emigration agent. In different

lands different kinds of pictures are favored, as for instance, the portrayal of the heroic or the pathetic are exceedingly popular with Japanese audiences while they have a distinct dislike to films showing love affairs. A concern in Japan are now making cinematographs and manage to place them on the market for the small sum of \$45. There are at the present time 83 moving picture halls in Japan, irrespective of numerous travelling companies that show films through the islands, and a steady increase of this form of entertainment is going on. In south China we find the picture show to be a popular institution and down in Singapore, in the Straits Settlements, the same holds true. In the larger cities of India we find the picture play, and again it is met in the rising townships of the back blocks in Australia. In the land of the terrible Turk the Orientals like to sit and watch subjects like detective stories, cowboy and Indian life, and portrayals of hair-breadth escapes. In Mexico cowboy and Wild West films are beloved by the caballeros and depictions of bull fights are followed with interest. In the island of Malta in the Mediterranean, in far away Honduras, in the towns of Cape Colony, in the Argentine Republic we find the cinematograph reeling off its films for the instruction and amusement of the pleasure seeking public.

"The Machines for Live Dealers"



POWER WASHER, THE SMALLEST GASOLINE ENGINE WILL RUN IT.



ELECTRIC WASHER, SHOWING THE SWINGING WRINGER.

We manufacture three different Washing Machines: The "Pastime," which is operated by hand, and which we have sold more than 12,000 of in Western Canada; The "Maytag Power," which is equipped to be run with a Gasoline Engine, and the "Maytag Electric," which is run by electricity.

These machines are all full to the brim with quality. All are made of the best quality clean-grained Southern Cypress, and the castings are all made in our own foundry. We want to tell you about the Power Machine first. On the Operating Handle the spear is pointing to controls Washer, Wringer and Reverse. It is so simple you cannot make a mistake. Now, as to the Wringer: It is a part of the machine, and is operated by the same power that does the washing, and is reversible, that is, it runs either way. The Power machine is equipped with the Swinging Ringer just as is shown on the Electric Machine on the right, above. The Power and Electrics made by us are the only Machines in the world made with a Swinging Wringer, and we consider it an improvement that it is hard to find words to express. The Wringer works perfectly on the tub, and, besides, works exactly the same when swung in any position—over rinse water, basket, tubs or wherever you wish to run it. Another advantage is we furnish with every Power Machine a hand-power attachment, so if anything goes wrong with the engine the washing can be finished by hand with no loss of time. Facts are the Power Washer does about everything expected except to hang the clothes on the line.

The Maytag Company, Limited
Winnipeg, - - Manitoba

A NEW CREATION

WEBSTER'S

NEW

INTERNATIONAL

DICTIONARY

THE MERRIAM WEBSTER

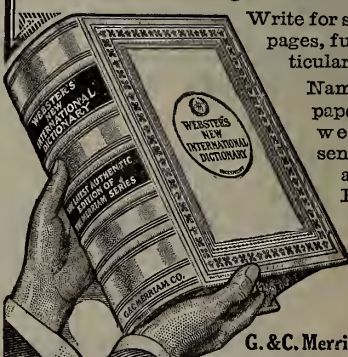
The Only New unabridged dictionary in many years.

Contains the *pith* and *essence* of an authoritative library. Covers every field of knowledge. An Encyclopedia in a single book.

The Only Dictionary with the New Divided Page.

400,000 Words. 2700 Pages. 6000 Illustrations. Cost nearly half a million dollars.

Let us tell you about this most remarkable single volume.



Write for sample pages, full particulars, etc.

Name this paper and we will send free a set of Pocket Maps

G. & C. Merriam Co.
Springfield, Mass.

Banking Business as a Lesson for Dealers.

To the dealer who indulges in speculative meditation, a point that may rarely be considered is that of the relationship between the farmer and his banker, and between the farmer and the retail implement man he deals with. The farmer goes to his dealer and says he needs a plow or a drill. He promises payment when he harvests his crop, and oftentimes, for many dealers are built so, the dealer accepts his word instead of his note. This same farmer goes round to his banker and wants a loan of \$200, \$500 or \$1,000. He, obviously, says he will give his note for the money, inflates his chest, strokes his whiskers, and enumerates every tangible piece of collateral about his farm, usually enlarging considerably in the enumeration. The banker takes his note, and charges Mr. Farmer 6 or 7 per cent. for the accommodation, yet the son of the soil has no kick coming. Suppose the dealer asked the farmer to give a list of property as security for the price of the machine sold, and then—hush—intimated that a little interest would be necessary to carry the deal through! Can't you see the astonishment, agony and surprise depicted on the features of the farmer? The idea would be preposterous. Such presumption was shocking. He would buy his implements elsewhere. That is just the point—he should be allowed to go elsewhere, and should find conditions as preposterous everywhere. The getting together of retail dealers bringing

the business to the same kind of business basis as that which underlies every banking institution in the country is the absolute solution to the problem. Co-operation is essential; union is power and possibility, and in no trade or line of business more so than in the retail implement trade. Let the banker write to the farmer — or 'phone him in these modern days—that he has overdrawn his account. What a mad scramble, a wild rush and a headlong effort the latter makes to get together enough funds to cover the deficiency and have a little over. But let the implement dealer write in the same strain, aye, or let him telephone until the wires are weary — the only scramble or rush or effort made on the part of the agriculturist is to get to Mr. Dealer to call him sweet and soothing epithets, and to assure him, like the heroine in the third act of the slushy sentimental drama — "All is over between us." Failing this possibility the dealer often finds that as far as any attention is paid to his notices the recipient often might be buried in the silence of mountainous Thibet.

Some difference in these relations? Some cause for wonderment and speculation? Sure! The point the dealer has to consider is the fact that his banker is either a different kind of white man from himself, or he is just a better business man. All bankers in your town, your province and your country get together periodically and work conjointly for each other's

mutual benefit and protection. If all retail implement dealers follow the same trail, they surely should experience the same results.

The Aimless Army.

How many young men take a train every day to their work, sit, possibly four or five of them together every morning and every evening, yet spend the time discussing the most frivolous and trifling things — the show of the night before, the ball game, the chances of the black man to retain the world's championship—and so on indefinitely? Such young men, usually well under the age of 30, are hastening rapidly to enlist themselves in the "Ancient and Honorable Army of Failures."

Their entire unconcern over the serious matters of life is wonderful. The ideas of great men do not interest them, and Ty. Cobb bulks larger in their mental horizon than Napoleon or Cicero. The supreme hour of their day is quitting time, and the most tense moment of the week is when they get their pay envelope. Such young men are like thousands of others, all of them blindfolding themselves to their future opportunities. The things that really matter in life do not concern them in the least, and the higher type of individual only excites their contempt. They will sit for hours watching a ball game, without the necessary energy to play the game themselves. Their interest in sport is only argumentative or analytic; they are lookers on. They will sit and watch others



Canadian Industrial Exhibition WINNIPEG

*National Encampment, Boy Scouts of Canada,
and Great Review of the Boy Scouts, by
H.R.H. the Chief Scout.*

\$30,000 00 Racing Card—\$40,000 00 in Prizes. Aeroplane Races
Daily—Monoplane against Biplane. Horse Show—Poultry Show
—Dog Show—Stock Parade. Greatest Hippodromic Show
Exhibition has had.

HISTORIC PAGEANT "From Selkirk's Settlement to GREATER
WINNIPEG OF TO-DAY"

Constant Entertainments—Huge Attractions.
Special Engagement "ROYAL BESSES O' TH' BARN BAND,"
Coming directly here from England.

The Greatest Year of the West's Great Fair

JULY 10th - 20th 1912

EXCURSIONS from EVERYWHERE

GRAND
TRUNK
PACIFIC

REGINA-SASKATOON EDMONTON

GRAND
TRUNK
PACIFIC

Over Night to Saskatoon and Regina. One Day to Edmonton.

The Daily Limited

Leaves at 6 p.m., arrives Regina 7.00 a.m., Saskatoon 8.18 a.m.,
Edmonton 9.00 p.m.

Electric lighted coaches, diners, sleepers. Western Canada's finest
train over the best new railway ever constructed.

Regina Day Express

Leaves Winnipeg at 8.45 a.m., except Sunday, via beautiful Assini-
boine and Qu'Appelle Valleys. Diner, parlor car. Elegant day coaches

GRAND
TRUNK
PACIFIC

CITY TICKET OFFICE: 260 Portage Avenue.
Phones: Main 5378 or 7098.

Tickets via all Transatlantic Lines and Cook's
Tours Agency.

GRAND
TRUNK
PACIFIC

playing billiards night after night, and it never once occurs to them that the principles of geometry or of dynamics are being illustrated for them on the green cloth. They are loafers, and a loafer is neither more nor less than a beggar. They occupy seats that they don't pay for, and participate in warmth and comfort that is not theirs. Every man who descends into the ranks of loafers has lost most of whatever potential personal force he may have had originally. He loses belief in himself, and when a man does that he has lost what he can never regain, and has ceased to be a unit in the world's mechanism. They are so like Mr. Micawber, those undetermined, vacillating personalities, for they are always waiting for something to turn up. Their easy philosophy hangs on to "to-morrow" as the day when their prospects will bear fruit, but all the to-morrows pass and age finds them even as grey beards, getting in the way of those who are doing useful work, asking silly and childish questions and assuming an air of patriarchal wisdom as they discourse learnedly on subjects regarding which they know absolutely nothing. They will

waste hours of your time explaining to you how bad luck has haunted their lives, and how they nearly had a splendid position once. Everything in their make up seems to be unfinished; they are all intention and no accomplishment. They are drifted from start to finish on the currents of the sea of industry, and all the logical argument of the greatest philosopher cannot alter their purposeless meanderings.

Such men have no real enemies, no particular friends. They consume the same amount of air as a useful man requires, they talk more than the average man and eat equally as much. They have no particular ideas anent anything, but are always conspicuous in public places. They are always busy—have no time to read, and no time for thought or for study. Their energy is as aimless as the pup that industriously pursues its own tail for hours at a time. Eventually, when they do realise that they are failures, they attribute the result to a conspiracy on the part of their fellowmen. Their life is one long promise without fulfillment; their souls are stunted, their lives useless as though they had never existed.

The Evolution of the Salesman.

Taking all the vast mass of humanity alive in our world to-day, we might liken it to one vast departmental store and the entities therein, in their relations to one another, as salesmen and customers. In every relation existent between them, when one has something that the other needs, and one wants what the other has, there must exist a natural result—a sale. In a recent address, W. G. Tippet, of the Kingman Plow Company, quoted some interesting parallels and gave some sage advice on the question of selling. He says:

"It does not matter whether it is the doctor who sells his knowledge of medicine; the lawyer his knowledge of law; the engineer his knowledge of mechanics; the merchant his wares; or the laborer his hire; in every walk and vocation in life there is, to a greater or lesser extent, that part in the offering or exchanging, in the buying and selling, one from the other, or to the other, an element of salesmanship.

So that in every pursuit of life, where are the things that are sought for and the things that are offered, there is an interchange, a process of bargaining, buying and selling—buyer and salesman. The salesman's part is the most important, and the cultivation of the forces that enter into the science of selling is one of the most important studies of our modern life.

The age has advanced, the "drummer" of the olden days has gone; the whole-souled, easy-going, good-natured, story-telling drummer has passed into history. The evolution of the drummer into the travelling salesman has been swift and sure. The salesmen of to-day is a business man, keen, alert, wide-awake — the man who thinks.

Give me the bright, keen-eyed salesman, who is at home in the office; or across the desk of the biggest and most successful merchants of the country; who can, by thoroughly acquainting himself, tell him approximately the number of buggies, wagons, plows, cultivators, reapers, mowers, engines and other articles sold out of that town per annum, should he be an implement salesman; or stoves, lawn mowers, screen doors, washing machines, etc., should he be a hardware salesman.

Every live and up-to-date merchant will readily give his time and attention to the man who is well posted in the business and will often realize that he is not getting his share of the trade.

It is the salesman, the thinker, who can hand such information in a nice, smooth manner; and, in so doing, the merchant is unconscious of the foundation the salesman is laying for placing an order and building up his business.

A Norwegian Field for American Machinery.

The steady growth of the dairy industry around Stavanger, in Norway, has opened up a market for the importation of separators, milking machines and other types of dairy machinery. In this district there has been for three years an increasing trade in various kinds of silo machines, feed cutters, mowing machines, and other farm machinery used in harvesting hay, which is the most important crop of the district, and in fact the most important in southern Scandinavia. There is a steady flow of inquiries regarding modern dairy appliances, and an opportunity is offered American manufacturers of this class of machinery. The growth of the dairies has also increased the sales of stationary gasoline engines. The dairies are usually under the management of farmers and farmers' sons, who have taken a regular course of instruction in the dairy school, and are equipped with information and experience in handling up-to-date dairy machinery.

A Car for Dealers

The automobile line manufactured by the Chalmers Motor Company of Detroit, Mich., was formerly handled by the T. Eaton Co., of Winnipeg. This agency has recently been changing hands, Eaton's giving it up, while it is now being handled by J. Maw & Co., of Winnipeg, who are well known as western agents for several lines of automobiles. The Chalmers car carries with it an enviable reputation as a low priced car, small and compact in design it appeals to many automobilists. The latest models of the Chalmers are supplied with a self-starting device of an unusual design which gives great satisfaction.

The Stewart Loader

Will be on Exhibition at the following Fairs:

**Winnipeg, Brandon, Regina,
Saskatoon**



The Stewart Loader in Operation.

The Stewart Loader solves the Labor Problem and is a great seller.

LIVE AGENTS SHOULD SEE IT

The Stewart Sheaf Loader Co.,

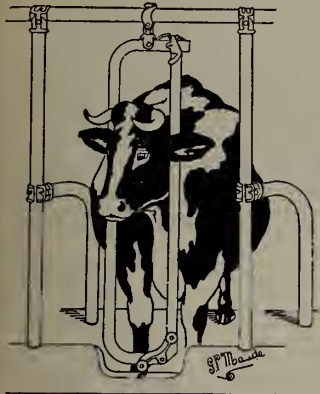
LIMITED.

804 Trust Loan Bldg.,

Portage Avenue East,

Factory:
UNION AVENUE, WINNIPEG.

WINNIPEG.



The "BT" Stanchion



The "BT" Rack Clamps

BT stands for Best

IN

LITTER CARRIERS WATER BOWLS
STANCHIONS STEEL STALLS
HAY TOOLS SLINGS
RACK CLAMPS LOAD BINDERS, ETC.

Our goods are **Best** to buy and **Best** to sell. You have no second-hand stuff to dicker with and the profits are large.

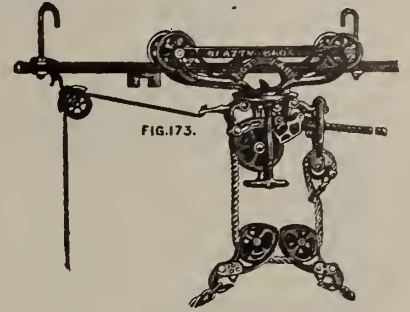
We are the largest manufacturers of Barn and Stable Fittings in Canada and our goods are acknowledged everywhere to be better and more strongly constructed than any others on the market. You are taking no chance when you get the agency for the "BT" Line, as it is reliable.

HAVE YOU the agency for these lines? If not write to-day for catalogues and best discounts.

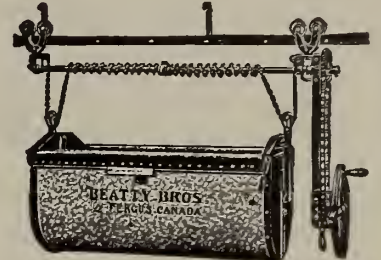
SEE OUR GOODS AT ALL THE LEADING WESTERN FAIRS

BEATTY BROS., BRANDON

Head Office and Factory: **FERGUS, ONT.**

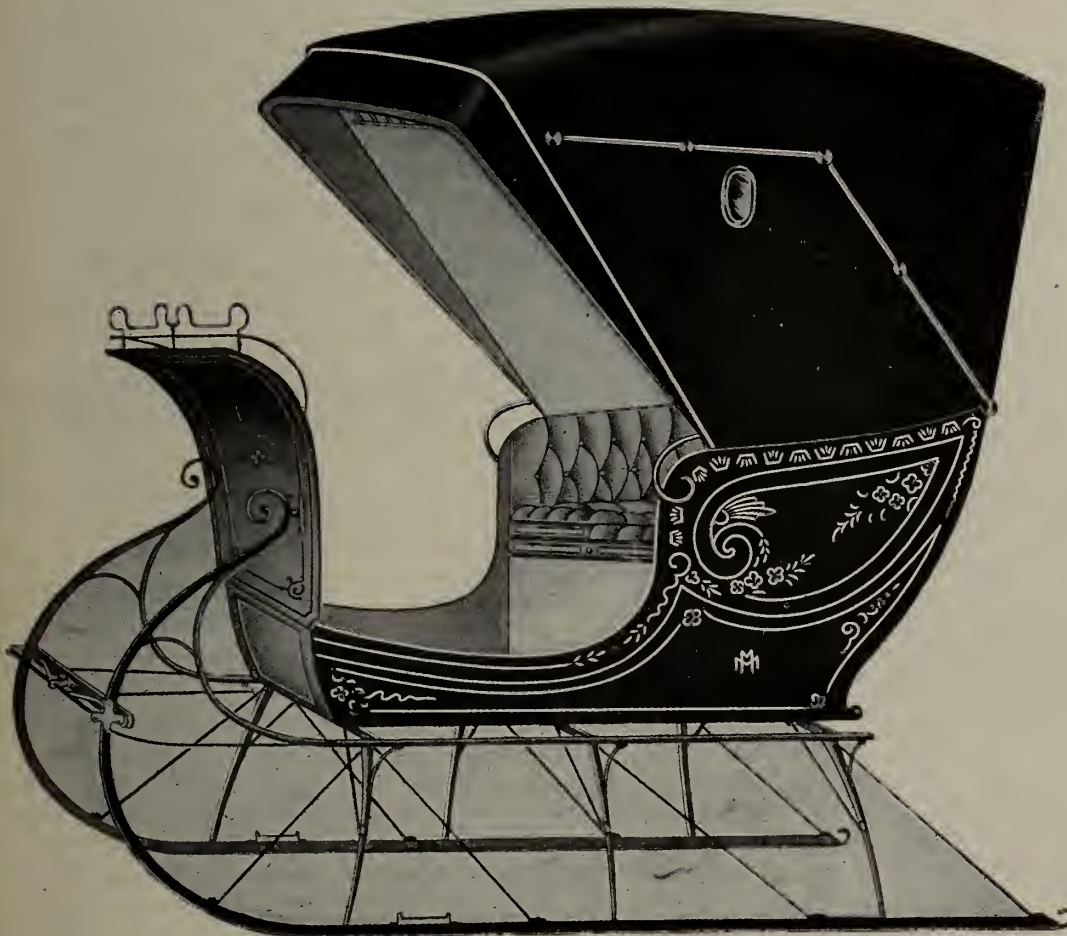


The "BT" Sling Car



The "BT" Litter Carrier

A GLENGARRY WINNER



The Prairie Monarch

The Prairie Monarch Cutter has a closed top with wide extension hood, inside levers for closing, and the material, construction and finish is of the justly famous Glengarry Standard.

We will show a full line of Cutters, including all the new 1913 styles, on our sample floor during the Industrial Exhibition.

Don't fail to pay us a visit.

Place an order if you will; but come in anyway and shake hands, and look around the shop. We will be glad to see you.

This is the Cutter that broke all records last season, that brought more "repeats" than any other piece of goods offered for some time. The demand far exceeded our large supply, the factory couldn't get them to us fast enough, so many dealers were disappointed. The farmer you couldn't supply last year, who walked away tearfully, may have consoled himself with a "second choice," but there will be others. Order your stock early this year, and be prepared to take care of all prospects.

Canadian Moline Plow Co., Winnipeg

Corner Chambers and Logan

Take Belt Line Cars, either direction

System in Wagon Selling.

"Are you selling wagons fast enough?"

"Let us help you sell them!"

These are the words with which a prominent wagon manufacturer addresses the dealers. It is absolutely essential to the dealer that he sells wagons — this being his purpose in business — and the proposition is equally as vital with the manufacturer. While it is next to impossible for the manufacturer to sell to the public direct, and although competition is making it harder each season for the dealer to dispose of his wagons at a satisfactory profit, by uniting their efforts and working together the manufacturer and the dealer can bring about a decidedly gratifying increase in sales.

Twenty or thirty years ago a few manufacturers considered the troubles of the retail trade. They made the wagons and sold them outright to the dealer, and that ended it. It was up to the retailer to see that they were disposed of to the public. Some brands soon built up a reputation for themselves on their own merits. There was a demand for them, and they sold readily. But there is no reason why a new make of wagon may not be just as good as an old one, says a special article in *The Shop Salesman*.

Nowadays neither the manufacturer nor the dealer can afford to figure that very wagon sold will, in the course of time, sell a few more. The trade would find it unprofitable to allow only those wagons which have been put out to act as silent salesmen, backed by the loquacity of their owners, for evolving future business through this medium is so slow that it is not altogether certain. Selling wagons nowadays, is as much a matter of aggressive sales tactics as it is of reputation.

Both old and new wagon manufacturers who are successful nowadays are getting business because they are keeping everlastingly at it. 'Way back in the '80's the wagon met did not show special persistency in working up consumers' demand, although concentrated effort along one accepted standard of exploitation was much in vogue. These old-time manufacturers and dealers alike swore that the satisfied customer was their best advertisement.

It used to be that pretty nearly every retail merchant could

afford to visit his manufacturer once or twice a year, to inspect the plant and survey the fine points of the output. But in these days of coast-to-coast selling systems, when one line alone is to be found in retail stores from the Atlantic to the Pacific and from the Lakes to the Gulf, it is not to be expected that the Texas agent of an Indiana manufacturer may take a few weeks off in order to dig up factory selling talk for himself.

The modern wagon retailer keeps his line constantly in the limelight. He is enabled to do this because his manufacturer advises him immediately of all new details in construction, selected quality of materials, new designers or workmen, improved plant equipment or other manufacturing data which tend to market a better vehicle. If the manufacturer sells 10,000 more wagons in 1912 than in 1911 he doesn't lose a minute in telling his dealers about it, for they in turn may post this concrete bit of selling talk where it will do the most good, impressing present owners and prospective purchasers with the fact that here is a vehicle which has the unqualified support of 10,000 more actual users than ever before.

The manufacturer's bond is typical of a hit-and-run play. It is the hit which anchors the retailer safely on second; prepared to score the winning run with a sale. To begin with, the dealer aids the manufacturer in preparing a list of all possible users of wagons in his (the retailer's) vicinity. To each of these prospects the manufacturer mails a letter and possibly a catalogue, telling in a concise and authoritative manner the exact advantages of his product. This initial form of approach serves as an entering wedge.

Next, the manufacturer requests all his prospects, culled by dozens of dealers, to fill out blanks designating their choices and requirements in the wagon line. All through the scheme thus far there is nothing binding upon the consumer—but the fact of the matter is that a manufacturer equipped with hundreds of these specified requests is in possession of approximately just so many real sales, which requires but little additional effort to close. The manufacturer has gained the most valuable of all vantage points, the primary hold upon the attention of men

who, perhaps, have been postponing wagon purchases for years.

The manufacturer's bond is the final link in the chain. It closely resembles a bank note, being beautifully engraved, and is mailed to every consumer who has shown sufficient interest in wagon buying to specify his needs upon a blank to the manufacturer. The bond is representative of such actual value, aside from its face valuation of \$2 when applied to the purchase of any vehicle in the retailer's stock, that nobody would think of throwing it away. Even if it does not lead immediately to a wagon sale, which it does in nine cases out of ten, it is at least good for a look at the line in question and insures thorough publicity for that vehicle before competitors can get in on the prospective sale.

Such methods as this bring success. They do not always succeed at first, but the manufacturer's bond is one which has had effect in the piano trade, causing a tremendous number of sales during the past few years. The system is undoubtedly far from permanent, but it is good for a long period of stimulated business and thousands of real sales.

New Gold Coins of Canada.

For the second time gold coins are being minted in Canada. It is, however, the first time that the striking of gold coins comes within the provisions of the law. The first attempt was made away back in the middle of the last century, in the early days of gold discovery in British Columbia, according to a writer in *Industrial Canada*. In fixing a standard for the new gold issue, Canada might have adopted the British standard. This was not done. As a result, the gold five-dollar piece now being used in Canada contains 1-100th of a cent fine gold more than if made to the British standard.

Even since 1603, British gold coins have been composed of 916 2-3 parts fine gold out of a thousand, and 83 1-3 parts alloy. Canada's gold coins are nine hundred parts fine gold and one hundred alloy. Working that out we find that in a million dollars of Canadian gold coins there will be twenty dollars of pure gold more than in a million dollars of gold coins struck on the British standard. The difference is there simply as a matter of convenience in minting. It is a step to overcome an

impossible decimal. For example, a five-dollar gold piece on the British standard would have a fine gold content of 116.097531678 grains, which, for minting purposes, would be a pretty difficult proposition. Under the Canadian Currency Act a five-dollar gold piece has a fine gold content of 116.1 grains in a total weight of 129 grains, a measurable weight.

One of the advantages claimed for the new gold currency is that it will pass in the United States at par, which is a reasonable expectation inasmuch as the gold standard is the same in both countries and as United States gold has been legal tender for so long a time in Canada. At the same time, it is only an expectation, no arrangement having been made for the acceptance of Canadian gold in the United States.

The first test of the gold money will be made next year in the annual Trial of the Pyx. The Trial of the Pyx in England is conducted by members of Goldsmiths' Hall. It consists of a carefully weighing on delicate scales of coins selected at random as they have been struck, the object being to determine that they are within the weight prescribed by the Currency Act. This done, they are assayed to determine the degree of fineness, and the result is published in an official proclamation. There is in Canada no corporate body corresponding with Goldsmiths' Hall, and the Trial of the Pyx is conducted by a commission of expert metallurgists selected by the government.

Technical Expert at Germany Consulates.

It is reported that the German government is about to create a new class of consular officers, viz., technical experts, who will be attached to important consulates and whose duty will be to follow the progress of industrial development in the country to which they are assigned, and to report on all novelties of a technical character. These officials will supplement the commercial experts already attached to many German consulates, who, though they are of great value in furthering the foreign commerce of the fatherland, lack the professional training necessary for answering the many technical questions addressed to the consulates by German manufacturers, engineers, etc., pertaining to the progress of applied science in the several foreign countries.



The Modern Way

With THE BIG FOUR "30" and the Hansmann Binder Hitch (for which we are exclusive sales agents) harvesting the crop is no longer the risky, expensive, uncertain operation it was with horses. The BIG FOUR "30" and the Hansmann Binder Hitch represent the maximum of efficiency and the minimum of time, labor and expense in the harvest field. You should have the agency for this great modern combination.

Write NOW for complete information about horseless harvesting with THE BIG FOUR "30."



Gas Traction Co.

First and Largest Builder in the World of 4-Cylinder Farm Tractors.

Market and Princess Streets,

Winnipeg, Man.

Can. Factory:

General Office and Factory:
Minneapolis, Minn. U.S.A.

WINNIPEG

HOOSIER AND FAST MAIL

PUMPS

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pumping Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for Catalog and Prices

Fast Mail
Force Pump

Hoosier Force
Pump Standard



Hoosier
Set-Length
Lift Pump

Flint & Walling Mfg. Co.,

675 Oak Street,

Kendallville, Indiana, U. S. A.

The A. McBRIDE CO. LTD. Distributors at Calgary

The Inter-Provincial Fair

BRANDON - MAN.

July 22 to 26, 1912

THE BEST YET

THE ONE YOU LIKE

Live Stock Department

A Magnificent gathering of all the finest Breeds of Horses, Cattle, Sheep and Swine. Every stock-raiser can afford to come miles to see this exhibit and add to his store of useful knowledge. The high prices all classes of live stock command has created much interest in their breeding and they make this exhibition doubly attractive.

Machinery Department

This will be the most interesting exhibit of Farm Implements and Machinery ever made in Canada, teeming with the clang, clatter and buzz of inspiring noise. There is pleasure and instruction here for every visitor to our Big Fair.

**Exciting Races and Special Attractions Daily
Excursions and Single Fares on all Railroads**

For Prize Lists and all other information apply to

R. M. MATHESON,
President.

W. I. SMALE,
Secretary and Manager.

TOWNSLEY
SYSTEM
PROTECTION
From
LIGHTNING
THE CANADIAN
LIGHTNING
ARRESTER &
ELECTRICAL
CO. LIMITED.



THE SYSTEM THAT SELLS

Is one that should appeal to all Dealers. The Townsley Lightning Arrester System stands for Safety and Immunity from Nature's destruction to property. It has proved its efficacy as a preventative medium, and all agents attest to its success as a selling factor.

We are not exhibiting at the Canadian Industrial Exhibition at Winnipeg this year, but we are prepared to extend to all visiting dealers a hearty reception at our office and factory at 199 Main Street, Winnipeg—almost opposite the Hudson's Bay Company's stores.

We still have some unallotted territory and want Dealers in those districts.

**Canadian Lightning Arrester
and Electric Co., Ltd.**

199 Main Street.

O. W. TOWNSLEY,
Manager.

Winnipeg.

Changes in Management of the Rumely Products Company.

Announcement was made recently that Dr. Edward A. Rumely had resigned as general manager of the Rumely Products Company in order to devote his entire attention to the executive work of the M. Rumely Company. This does not mean that he will not be actively interested in the management of the great manufacturing concern but rather that the business has grown so enormously that he has been compelled to absolve himself from the details of sales work.

His place will be effectively filled by Mr. B. G. Baker, who leaves the position of Canadian Sales Manager with headquarters at Winnipeg, to assume general charge of both domestic and foreign sales. His place will be filled by Mr. J. S. Witmer, branch manager at Saskatoon and former northwestern sales manager for the J. I. Case Threshing Machine Company. No other change in division sales managers is made, Mr. Leo M. Rumely, Mr. E. S. Tecktonius, Mr. A. J. Donovan and Mr. C. F. Chase filling these important positions as before. Within the brief period since the great expansion of the Rumely business, each of these men have assumed responsibilities greater than are met by the sales managers of many large concerns, and with the further growth of the business, their positions will become even more important. The rapid growth of the organization is but a forecast of what may be expected with the more comprehensive developments of the sales side of the business through the activity of these men.

Mr. Baker has entered upon his new duties by beginning a series of extensive trips over the

territory in connection with the division sales managers. His new position is accorded him as a result of long, hard and brilliant work in the field coupled with a deep knowledge of agricultural and commercial conditions. He will, of course, make his headquarters in La Porte, Indiana, within the next few weeks.

Confusing the Issue.

Of late the majority of the implement trade papers, along with many others, have given much space to an article on the correct figuring of percentages, with regard to computing profits—written by a well-known figure juggler and boomed by an adding machine concern. The multiplicity of systems and methods that are being exploited regarding correct cost accounting seem only to lead to further confusion, and, when all is said and done, it seems time to search for the correct solution amid the old principles of your school-days. We produce, herewith, a commentary on this point by Secretary McCullough, of the U. S. National Implement & Vehicle Association, which seems a conclusive reply to these arguments, and a satisfactory one from the point of view of the implement dealer.

He says: "Cost accounting and profit figuring is getting a lot of advertising which would be most valuable if it were not that some of their advocates, in working out their favorite theories in articles for the press, have reached the split-hair stage in which their explanations only serve to confuse the layman by the multitude of routes via which they reach practically the same terminal.

"Whether to figure costs of doing business and profits on the retail selling price, or on the

wholesale delivered cost of the goods, is merely a question of ratio. If an article is to sell for \$10.00 and is to yield 15 per cent. costs of doing business, and 5 per cent. net profit, a total of 20 per cent., its net delivered cost would be \$8.00 or 80 per cent; but if we desire to secure the same results by building up from the delivered cost \$8.00, it would be necessary to add 25 per cent. As you ascertain your costs of doing business by finding what per cent. your total yearly expense is of your gross, or total, sales, (which, of course, are at selling, NOT cost figures), why should you change this basis in working out your profits?

Example

Selling price of any article represented in per cent is	100
Cost of doing business ascertained by finding the relation of total annual expense to total annual sale	15
Net profit desired	5
	20
Delivered cost of goods represented by per cent	80

"To make the selling price of an article costing \$60.00 delivered, inasmuch as \$60.00 represents 80 per cent. of the desired selling price, divide \$60.00 by 80 to find 1 per cent., and multiply by 100, and you have a selling price which nets you 5 per cent. profit and pays 15 per cent costs of doing business, thus:

$$\begin{array}{r} 80)60.00(75.00 \\ 56.00 \\ \hline 4.00 \\ 4.00 \end{array}$$

"The question has been raised, whether the costs of doing business, which in this example figures \$11.25 should carry the same per cent. of profit as the cost of the goods, because 6 per cent. interest on the entire investment has been figured in the costs of doing business—why not? Should the merchant have no profit on the cash used for necessary expense in carrying on

his business, but only that actually put into the purchase of goods? Certainly he should, for if he is taking the same risk on all his capital, and for the further reason that the little leaks in business will usually more than eat up the interest on his expenses.

"The marketing or implement and farm equipment lines are widely different from that of selling diamonds by carat weight where infinite exactness is necessary; therefore, we question the wisdom of these academic contentions as to whether by rule of higher mathematics John Smith of Podunk got the better of his customers to the extent of \$20.00 on an annual expense investment of \$400.00, or whether he was justly entitled to it, if for no other reason than he deserved it for the service he rendered his customers in being on call at all hours, day or night, in season and out of season, to serve their wants.

"This is no argument against exactness, but the system of a million dollar business cannot practically be applied to a retail line of forty thousand.

"Rather let us stop up the big hole first, and then give attention to the little leaks—let our good friend, the dealer, first be sure he is getting some profit, for his competitor will see that he does not get too much."

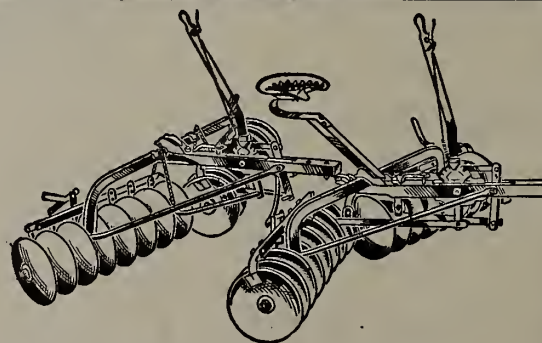
Facts Regarding the Human Machine.

The average man takes his anatomical being as a thing pretty much to be granted—until it goes out of gear. A comprehensive catalogue of various facts regarding our bodies is given by a correspondent in the Scientific American. He says:

"There are upward of two million openings in the skin, which are the outlets of an equal number of sweat glands. The blood which passes through the heart every minute is equal to the whole quantity in the body. The full capacity of the lungs is about three hundred and twenty cubic inches. The capacity of the stomach is about five pints. There are more than five hundred separate muscles in the body. The heart weighs from eight to twelve ounces. It beats about one hundred thousand times in twenty-four hours. Each perspiratory duct is one-quarter inch long, and the length of the whole about nine miles. The average man takes about one ton nourishment, solid and

Both Out Throw and In Throw

This illustrates the correct Harrow for Summer Fallow work. It is a double action Harrow, both out and in throw, working the ground twice with the one operation. The "Bissell" in throw Harrow in the rear worked at a sharp angle, leaves the surface of the ground pulverized like a "mulch," so it will hold the moisture. The central position of the seat is convenient from which to adjust both Harrows. Six horses will handle this double action nicely. There is no neck weight, and it works complete without a fore truck or other "make-shift." Suitable for either engine or horse power. For further particulars write Dept. E.



The "Bissell" Double Action Disk

Manufactured
Exclusively by

T. E. BISSELL CO., LTD., Elora, Ont.

Write to any of the JOHN DEERE PLOW CO.'S Branch Houses.

liquid, annually. About thirty hogsheads of air are inhaled by a man every hour of his life. The great toe is placed on the inside of the foot to act as a fulcrum in propelling the body. The patella or knee-pan projects in front of the knee to afford a better fulcrum for some of the muscles of motion. The fingers are of unequal length, because by reason of this fact they are able to grasp objects of any size. The bones never touch each other, but are separated by their membranes, because if they did touch, there would be less elasticity of motion.

Each ear has four bones. The stomach has four coats. The tympanum is really a drum. The human skull contains thirty bones. Each hair has two oil glands at its base. The sense of touch is duldest on the back. The lower limbs contain thirty bones each. The lobe of the eye is moved by six muscles. The wrist contains eight bones, the palm five, the finger fourteen.

Obituary.

It is with the most profound sorrow that we announce the death of Mr. George Kirkland, at Mount Healey, Ont. He was

the late manager of the Western branch of the Sawyer-Massey Co., and was connected with that company for nearly half a century. It seems but a day since, during last February, at the second annual dinner of the Sawyer Massey Company, it was announced that Mr. Kirkland had resigned his position in the managerial chair on account of his health. Oftentimes the ways of the Higher Power seem inscrutable, and we, puny and impotent, vaguely rail against that which we find it hard to submit to. Within three short months Mr. Kirkland saw a mother, a sister and a brother taken from him, and the resultant nervous break-down due to this terrible bereavement was doubtless accentuated by the necessity of his retiral owing to his impaired physical condition. If ever a man was wedded to his work that man was George Kirkland, and it requires no reach of imagination to picture the last wrench to the already tortured fibres of his being when he had to lay down the pen and close the desk that had become integral factors in his existence for so long a period. With true fortitude he bowed to the inevitable when his nearest and

dearest were called away—and now he has gone to rejoin them in the great shadow-land of the Beyond. We have enjoyed the personal acquaintanceship of Mr. Kirkland for many years, we have known him closely, intimately, and today it is good to us when we remember how we found him ever all that stands for the personification of a true gentleman. He was the soul of honor, a man who held the confidence, respect and admiration of the entire organization with which he was so long connected. He ever accorded his associates in business both honor and respect, even to the youngest office boy, and to them all he was not only a superior officer, but a close friend, ever ready to offer good advice either for the welfare of the company or for the welfare of the individual. His competitors in trade, during his long business career in the thresher world, always were ready to testify to the upright and fair treatment they received at his hands, and few men—in fact we might say no man—has ever severed himself from the machinery business of Western Canada leaving behind him half as many staunch friends. Oftentimes laboring under a heavy load of responsibilities and cares,

often under the most trying and adverse circumstances, he worked without complaint—and now he has gone to his long rest from all earthly labor and tribulation to receive the reward of a pure, true-hearted gentleman. We deplore his loss; the world is the poorer when such men as George Kirkland pass into the eternal peace. How true seem the words of the poet:

"There is no death, 'tis but a little respite
For weary souls that seek eternal peace."

Pressing Business.

Talk about demand for "Ann Arbor" brand of Hay Presses! Their factory is being pushed to its full capacity filling carload orders for Kansas City, Wichita, Oklahoma City, Minneapolis, Portland, Lexington, besides numerous shipments of single machines.

Can wealth give happiness? Look around and see
What gay distress! what splendid misery!
Whatever fortunes lavishly can pour,
The mind annihilates, and calls for more.

HACKNEY AUTO-PLOW

¶ The Hackney Auto-Plow—the One Man Machine—clearly the greatest invention of the age, solves the "labor problem" satisfactorily for the farmer.

¶ It is the *only* "One Man Machine" on the market that can be used for plowing, haying, harvesting, as a stationary engine for power purposes, and as a tractor for hauling loads, etc.

¶ It is perfectly built and a pleasure to run. It does the work of 10 horses and 2 men, and plows from 10 to 12 acres per day.

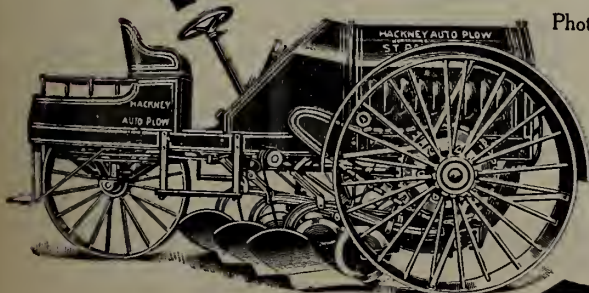
¶ It is the *only* machine that *worked every day* at the field trials at the Minnesota State Fair.

Photos and Catalog on request.

**HACKNEY
MFG. CO.,**

850 Prior Ave.,

ST. PAUL,
MINN.



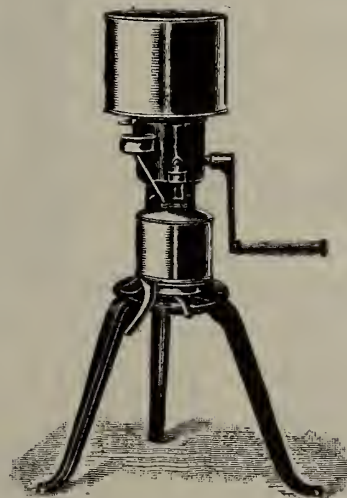
See Hackney Auto Plow at Winnipeg Fair

MELOTTE CREAM SEPARATORS

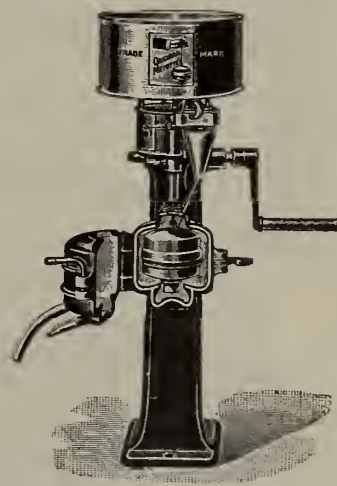
Turn Easiest

Skim Cleanest

Last Longest



LEG MODEL
280 to 720 pounds per hour.



SOLID BASE MODEL
400 to 1,300 pounds per hour.

The "MELOTTE" is the Cheapest Cream Separator to Buy.

**THE REASON
WHY:**

Lasts Longest.
Does its work best.
With least power and gives genuine satisfaction.

See our Exhibit at all the
Leading Western Fairs.

R. A. LISTER & CO. LIMITED
197 Princess Street, Winnipeg.

Advertising Arguments.

The well-known automobile manufacturer, Hugh Chalmers, gave an address some time ago that contains so much solid sense that we produce a few excerpts which are editorially endorsed. Among other remarks Mr. Chalmers said:

"In the first place the business man deals with five m's—money, materials, machinery, men and merchandise. It is not so hard to get money, materials and machinery. Each of these is a given quantity and with each and all of them a given result can be accomplished. The big thing is to get men. Men are not of such certain quantities as money, materials and machinery. A machine will do a known quantity of work in a known time. A man will do such work as he is willing and capable of doing. Men, then, are the most important factors in the conduct of any business. Everyone is an advertiser, whether he wants to be or not. Our manners, our clothes, our appearance, our speech, everything that we do or say advertise us and we cannot deny it. I have said that the two big factors in the problem of distribution are advertising and salesmanship. The relationship between the two, in my

opinion, is the closest relationship it is possible to have. It is closer than the team under a single yoke; it is closer than friends; it is closer than brothers; yes, it is closer than the relation between man and wife, because there can never be a separation or divorce. Advertising is salesmanship and salesmanship is advertising. Every ad is a salesman and every salesman is an ad. There is this difference. Advertising is salesmanship plus publicity; salesmanship is advertising plus getting the order signed. Advertising makes the atmosphere of business, and the salesman follows and takes the orders.

"A man says, 'My business is so thoroughly established I do not need to advertise it.' It puts me in mind of a man with blue goggles winking at a girl. He knows he is winking at the girl, but she doesn't. The thing that hampers men, that holds them back more than anything else, is the doubt of their own ability. They praise what they consider great genius or great ability in some other man, when perhaps they possess that same ability. I do not think it is going too far—and I do not say it to you

only, I have said it to other people, too—but I think there is enough ability in this room to take care of almost any crisis this country could ever have.

"When you make a sale of anything, whether in a retail store or on the road, no matter what it may be, that sale does not first take place in the pocket-book, it does not first take place in the order book, it does not first take place in the check book, but every sale takes place, whether it be a paper of pins or a house and lot, in the mind of the man who buys the goods. Therefore we put salesmanship on that one basis. A lawyer is as much a salesman as a business man, because when he is in court he wants to sell his side of the case to the judge and jury, and he is the best salesman because he goes at it scientifically.

"If I were asked to define salesmanship in one sentence, I would say it was nothing more or less than making the other fellow feel as you do about the goods you have to sell."

Diamonds in Amsterdam.

In the agricultural world little is known of the deals in diamonds that go on steadily in the Dutch city of Amsterdam. The industry of diamond cutting has been located for many years in that old city. We can scarcely imagine any year being a poor year for selling diamonds, so long as women exist and men have large bank accounts, yet it is interesting to note that last year the diamond workers of Amsterdam twice went out on strike in the approved union fashion. The owners of dia-

mond cutting factories there describe 1911 as a bad year for trade. They evidently lost money—yet no actual failure ever occurs in the diamond line—the profits are too large. An English rough diamond syndicate seems to have been queering the Amsterdam market by putting high prices on the rough diamonds and by selling diamonds of an inferior quality at the high price while the cost of cut and polished stones remained the same. There need be no expectation of an over-production of diamonds in the world since the greatest diamond fields in South Africa, the De Beers mines—by alleged careful limitations produce a regular annual quantity, stated to be from 2,200,000 to 2,500,000 carats. The number of organized workmen in the diamond trade of Amsterdam is now about 10,000, besides a few thousand unorganized workers. It is expected by the end of 1912 that over 1,000 apprentices will be admitted to the diamond cutting industry.

Implements in Argentina.

In Rosario the customs duties regarding agricultural implements are very small in comparison with some classes of imports. In fact, much of the agricultural machinery, the most important American export to Argentina, is free of duty or pays about 5 per cent. ad valorem. The trade in agricultural implements stands out, in the southern part of South America, as the best organized. The agents for farm implements have excellent facilities of their own in



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

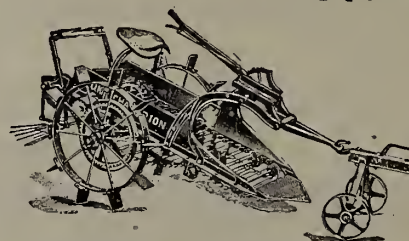
Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont., Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta., Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

The "OK" Canadian Two Horse Elevator Potato Digger



will satisfy your customers as thousands have been already satisfied by it. This because they can dig their crop with only two horses.

Over 25,000 now in the hands of farmers. Write for prices and terms to secure YOU the Agency for YOUR district, and get a copy of our illustrated catalogue

THE CANADIAN POTATO MACHINERY CO., LTD.
GALT, ONT.

A Large Stock of Machines for Western Canada.

— SOLE AGENTS —

TUDHOPE-ANDERSON CO., LTD. Winnipeg, Man.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

the shape of main depots and subsidiary depositories throughout the cultivated area of the country, and their methods of handling are thoroughly up-to-date. Some antipathy has lately been shown by the implement agents on account of a French company who have been granted a concession of fourteen miles on the water front at Rosario, this company having expended about \$10,000,000 in improvements. The privilege of erecting warehouses on this water front depends upon this French company and upon the federal authorities. The agricultural machinery gents evidently surmise that this French enterprise will utilize their large warehouses in the implement as well as in other lines, as it would be comparatively easy for so large a company to sell as well as to store and ship goods. As far as Rosario is concerned, if a supply can be maintained close at hand, the local dealer must inevitably draw upon it. The members of a firm there, which sells many thousand plows in a year, say that they are obliged to order in lots of 500 or 1,000, because they can not afford to meet drafts at 30 day's sight on larger consignments. The result is that, owing to irregular delivery, they are at times for months without a plow on hand; at the present moment they are unable to deliver a plow, although they have made sales of over 1,300. In all lines there are frequently long periods when no delivery can be made on account of interruptions to the steady supply of goods in small lots from the United States.

Intensive Farming in Spain.

The Province of Valencia, in Spain, has an area of 4,150 square miles, and a population of 856,200 people. The region is almost wholly agricultural, and the part of it that lies between the mountains and the Mediterranean is famous as being probably the most assiduously cultivated region in Europe. The richness of the soil, benignity of the climate, and skill in irrigation and cultivation, handed down from father to son with but slight modifications for four centuries, are the principal factors contributing to this result.

The system of irrigation, so necessary in view of the annual rainfall of only some 17 inches, is especially interesting. The parts of the region which it is not possible to irrigate are so arid as to produce little, whereas

the lands of the plain bordering the sea produce such heavy crops as to be extremely valuable. They are officially estimated as being worth an average of \$656 per acre, and are so intensively cultivated that there are cases of official record of 100 acres supporting 160 families, and of single families which live on the product of four-tenths of an acre. In one village of the region farmers are renting land to put under irrigation by pump water at the rate of \$29.50 per acre per annum and paying extra for the water at the rate of 45 cents per hour for a stream giving 200 gallons per minute.

In contrast to these values, wages are low, uniformly averaging 36 to 54 cents per day (without food or lodging) for men, and 18 to 27 cents for women. One result of this com-

bination is that it is found cheaper to do almost everything by hand rather than use agricultural machinery; and another, that an amount of minute care and personal attention is given to crops and individual plants impossible under other circumstances.

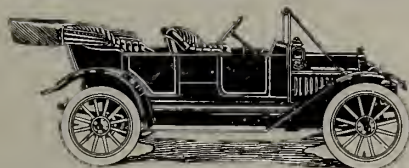
The average production of the most important crops of the Province, given in metric tons (2,200 pounds) is as follows: Oranges 400,000; olives, 65,000; carob beans, 72,000; peanuts, 13,500; melons, 36,000; grapes, 87,000; peppers, 12,000; tomatoes, 27,000; wheat, 62,000; barley, 18,000; corn, 38,000; rice, 200,000.

If an old bachelor doesn't wake up some morning and find himself engaged to a widow, there's no hope for him.

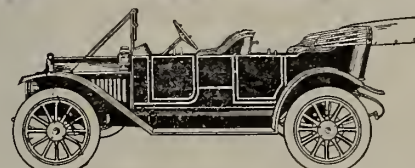
Oil Engines.

The high price of gasoline and the extensive advertising of the economy of oil engines have had the effect of forcing all the gas engine builders, and especially tractor builders, to experiment with kerosene and even heavier oils, says Gas Review. The result is that this year nearly every tractor will be an oil tractor. The stationary gasoline engine companies have also been doing considerable experimenting and they are rapidly coming to the use of kerosene. It does not seem too much to expect that within a few years practically all engines, except perhaps those used in automobiles and aeroplanes, will be oil engines.

The man with pluck can laugh at his lack of luck.



Model No. 35, fully equipped, \$1440.00 F.O.B. Winnipeg.



Model No. 29, fully equipped, \$1713.00 F.O.B. Winnipeg.

10 Models, varying in prices from \$1,300 to \$3,750

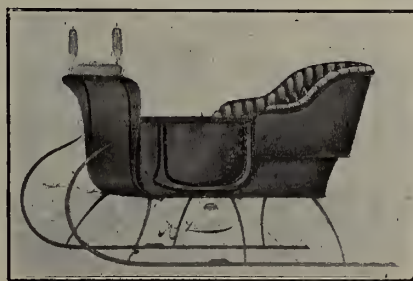
TO DEALERS

We again extend to you an earnest invitation to call on us while visiting the City for the Canadian Industrial Exhibition, July 10 to 20, 1912.

We have decided not to exhibit at the Fair, but will put our whole endeavors into a splendid and complete display at our warerooms, corner Ross Ave. and Princess St. This will include, in addition to automobiles, our well-known line of high-grade carriages and the newest models of 1912-13 cutters.

We feel confident that a visit to our showrooms will prove not only interesting, but profitable to you. The demand for automobiles and high class vehicles is now reaching proportions which no dealer can afford to overlook, and at our exhibit you will find a selection not to be excelled in the country.

Accept the freedom of our offices and staff, have your mail addressed in our care, and meet your friends here.



No. 284 "Fore Door" Auto Sleigh.



Our 264 "Jumper with Top."

McLaughlin Carriage Co., Ltd.

Cor. Princess St. and Ross Avenue,

Phone Garry
830

WINNIPEG.

P & O

MOGUL PLOW

THE PLOW THAT STAYS SOLD

There are two kinds of engine plows to buy. One kind is the one that fails to give satisfaction, or that can't stand the work, and the other kind is the one that makes good, and **STAYS SOLD**,—in other words, the **MOGUL**. Some dealers buy outfits of inferior makes, because they can be bought more cheaply and allow a wider margin of profit. If you sell a customer one of these and know you will never see him again, you may be ahead a few dollars on the deal, although at the expense of your highest self respect. If he buys one of them and would have come back if it had been a good one, you are out the profit on a second sale, for you can bank on it he won't come



back to be stung the second time. If you sell him a **MOGUL** he will come back, for he is getting the full value of his money, and he won't be long in finding it out.

There are lots of reasons why a Mogul plow will stay sold.

It is stronger than it needs to be, and won't break down when it is needed the worst.

It is the easiest plow on earth of its size, to operate.

It doesn't require a company of field experts to keep it going.

It can be had in any size from five to 12 furrows,



**Buy Your Engine Plows from the
People who Guarantee Them to
Give Perfect Satisfaction**

**Parlin & Orendorff Co.,
International Harvester Co. of America**

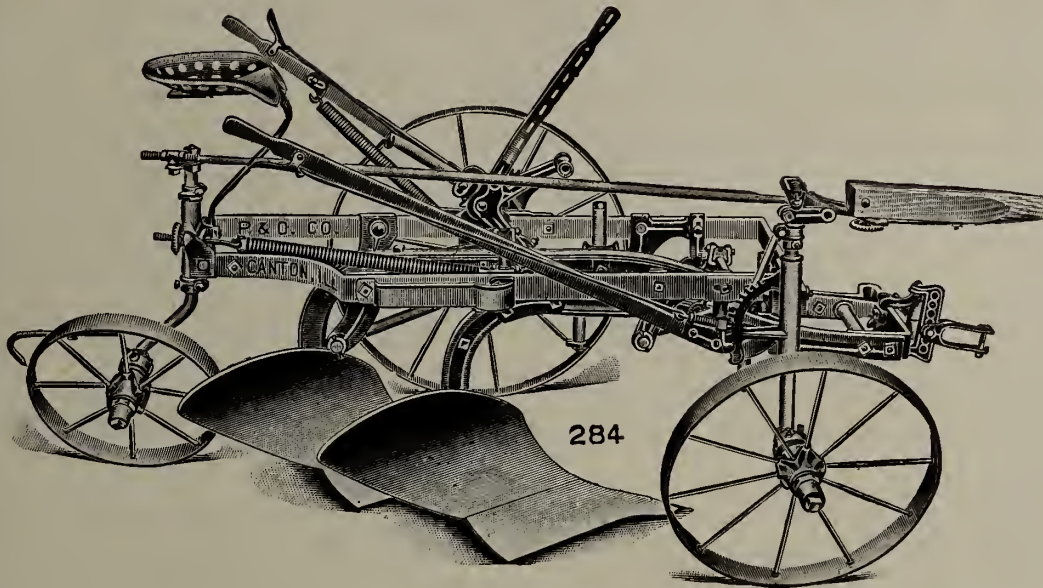
SALES AGENTS FOR CANADA

P & O

Light Draft Plows

The Diamond always made good; it is backed by a successful record of fourteen years of service. The automatic controlling rod is exclusive. This means that it is protected by patent and cannot be found on any other plow. If you want to know what it is for, ask any owner of a Diamond plow, sulky or gang, if it is not the only plow he ever owned or operated that runs in a straight line without tossing him from side to side with every little variation of the tongue, or with every little inequality of the ground. It is the only controlling rod that is absolutely automatic under any circumstances.

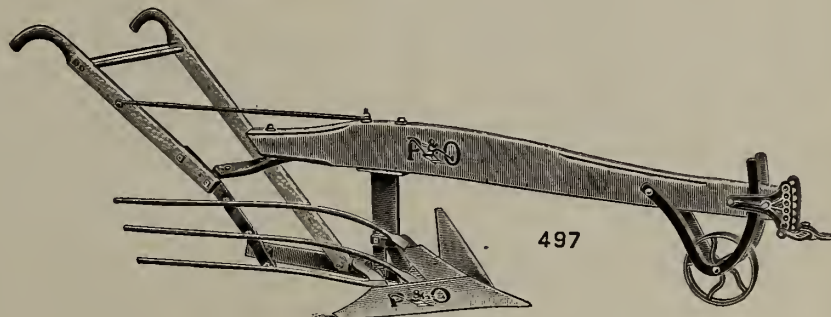
As for strength, if your harness and singletrees hold together, don't worry any over the plow. The frame is the strongest ever



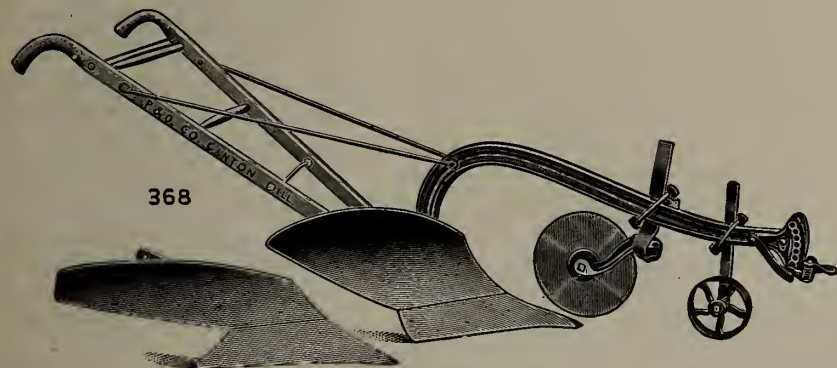
P & O Diamond Gang Plow.

If you have tough, heavy sod to break here is the plow you need, for here is a plow that will do the same work as a regular moldboard plow, but which reduces the friction of the turning sod to the minimum, making the draft at least 20 per cent. less than with a moldboard plow. The rods which form the moldboard are heavy and long, and each of them can be adjusted separately, so that the plow can be set for a long easy turn, or for a quick abrupt turn, as required. This is a feature which can not be had in any moldboard plow. We can also furnish these rod breaker bottoms for any of our riding or engine plows.

They are made with either steel or wood beams, fin-cutters and adjustable gauge wheels as shown in cut. Those of the wood beam series have index castings so that the beams may be set for two or three horses.



P & O Pioneer Rod Breaker Wood Beam



P & O Combination Plow

In Canada and the North-west this plow is sold in large numbers, and is the best all purpose plow on the market. It is convertible from a general-purpose plow with a Scotch Clipper mold to a breaker, and thus practically two plows are obtained at a cost considerably less than that of a Scotch Clipper Plow and a Prairie Breaker if purchased separately. The change from one style to the other is quickly and easily made. The handles are long, to provide the necessary leverage in using the plow as a breaker.

We may seem to be bragging a lot about our plows, but we can't help it—there are so many good points to tell about.

But remember—We are backing every plow we make with a guarantee that should convince you of our sincerity. If you want an all purpose plow that can really be used for all purposes, get one of these Combination Plows.

Parlin & Orendorff Co.,

CANTON, ILLINOIS

International Harvester Co. of America

Sales Agents For Canada

Dealers Don't Forget—

To come up and see us when you are in Winnipeg at the Canadian Industrial Exhibition. You have many proffered invitations—you will see them when you scan our advertisements—yet none are more sincere than our desire that you come in and see us. You remember, in the good old days when you had plenty of time to go fishing, that pathetic little poem about the spider and the fly? While it is true that “the way into our parlor is up a winding stair”—you need not let that worry you. Grab the elevator and get a rise in the world. We are on the eighth floor of the Union Bank Building, not quite far enough up to shake hands with Saint Peter, but near enough to be nodding acquaintances. One of our visitors who has a bilious outlook on life says it's as near heaven as we may ever hope to be—because we can't fly. When the sidewalks get hard, when the Fair gets wearisome by reason of it's din, come along down and you will find a cushion waiting for you and a cigar to help you regain your philosophic equanimity. We want to see you, we want to talk over things, conditions of the trade or things trivial. We shall only be too pleased to be of assistance to you and your friends in any way during your stay in the city, and we will be exceeding sore should you pass our portals. Even as in the old days by the swimming pool, we say to you all, “Come on in!”

Wishing and Wanting.

There are few phrases of speech more commonly used than those “I wish” or “I want.” Few people realize the force that is let loose when one wishes or wants something. The mechanism of the brain sends out impulses of energy to the muscles—or excites and stimulates other brain cells towards the desired end. Set your mind on having something come about and if you want it bad enough every unconscious thought will tend that way, your actions will be shaped to a definite end, and, lo, before long you find you have got what you wanted. It is the primal instinct in life to want things. The cave man, away back in the gray dawn of the world, wanted and wished for power to slay the animals that jeopardized the life of he and his cave mate. He wanted so hard that he evolved from the



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, JULY, 1912.

rude club the flint axe and the bow and flint-tipped arrow. We must be sincere in our wanting. You can't fool your mental processes by saying that you “wish” to do this or that unless you fully intend to set about doing it. Wishing without determination and effort is useless as are the cries of the baby who stretches out its little hands from its mother's bosom and wants the moon to play with. If you want apples badly, you don't sit under the tree and wait for them to drop into your mouth, you climb the tree, and it is all the easier because you wished for and wanted those apples. The secret of “wanting” it that the desire causes you, consciously and unconsciously, to think up ways of getting what you want. It has been said by wiseacres that to wish is merely to dream, and that dreamers never amount to much anyway. It seems to us that this old world has advanced only because of the dreamers who were in it through all the ages. They saw in their dreams, things that the practical mind failed to grasp, they kept on dreaming and from the filmy fabric of their fancy they wove the warp and woof of the great scheme of their work. Dreamers—what would the world have done without them. Edison dreamt dreams and the awakening was his many inventions, Marconi saw a daring vision and his dream now flashes across the empty spaces of earth and sea in the form of

wireless telegraphy. The office boy sat licking stamps and dabbled in dreams—today he is the manager of a vast enterprise. Dream on, but let the dream have an awakening, and let that awakening be work.

Give Them Glad Greetings.

Your customers are guests—it is up to you to see that they are paying guests. See that as guests you make them welcome. When a new customer enters your store, treat him so as to assure his coming back again. Meditate upon the customers you lost last year? Why did they leave your store? Were they better off your books—or was the fault in the way you handled them? If so make it a personal matter, if necessary, but get them back. All the people can't be your customers, but so long as some are not keep trying to bring them into your particular fold. Other things being equal, the dealer sells the most implements who asks people to buy most frequently, and, beyond all, most persuasively. An ancient Book enjoins that we ask and it shall be given unto us, therefore ask—and keep on asking. Manage somehow, to be on the spot when a lone and lorn order is fluttering upon the horizon, and try to place it in your pigeonholes. Don't make excuses for your claims. You should believe in your implements, say so, and

stick to it. To inspire confidence in a customer, you must be confident. Any method whatsoever of telling people the advantage of your store and your line is advertising. The methods that tell these people most effectively and most cheaply are the best advertising. Make your store a familiar and pleasant place to those who should, will, and can buy your implements. They are the audience you want to deal your strong talking to. People like obliging and courteous service, they will like you if you afford them that in your store. You have, perhaps, been in a store where you were treated a little curtly and you remember how you felt. Brusque treatment clings to the mind even longer than a pleasant recollection. Brace up when you feel out of sorts. It will not hurt to bury your personal feelings for a while, and it will have a surprisingly good effect on your customers, should they find that you suffered behind the smiles.

Dry Batteries for Dealers.

In these days of mechanical ignition the dry battery is but little heard of, but strange as it may seem, the dry battery business instead of being on the decrease is very largely on the increase. Every small farm engine that is manufactured, and there were over 100,000 of them last year, is equipped with a full complement of dry batteries, usually before it leaves the manufacturing establishment, and as these batteries are extremely low in cost the ignition expense of a farm engine is exceedingly nominal, as it is an easy matter to renew the batteries, and the time has arrived when almost every implement dealer carries them in stock, says Farm Machinery.

Dry batteries are frequently partially exhausted when they are put in service, due to action within the cell, believed to be largely influenced by moisture in the air, and engine operators and dealers should take climatic conditions into consideration and the batteries kept in an absolutely dry place at all times. If these instructions are followed closely the chances are the operator will never have any ignition troubles as far as his dry batteries are concerned.

A current of from four to eight volts is usually required for ignition, depending principally on the amperage of the battery, and the energy or force of the battery is the product of the

amperage multiplied by the voltage. The voltage of a battery remains practically the same until the cell is exhausted, and if the amperage is low, the force of the current is correspondingly low and the spark poor. Every dry battery cell that will register between 15 and 25 amperes on a reliable ammeter is capable of furnishing satisfactory ignition service, and if such is not obtained it is through no fault of the cell. No dry cell dies out without a cause, which is usually an external one, that it does not control, and for which it should not be blamed. Ignition by battery or dry cell is as reliable as a safety valve on a steam boiler, and if users will be guided by its action they will be well on the road toward a solution of their ignition troubles.

Concerning Credits.

Credit to a business or an individual without fair capital is a gamble, not a legitimate commercial risk. Some capital is essential. Nevertheless, a certain capital in one man's possession, under certain circumstances, may be too small, whereas, in other hands or in a different environment, it may be considered ample. Herein lies the necessity for the fullest information relative to character, ability, habits, environment and seasonal conditions. The dealer must consider those conditions. Regarding a customer of large assets, in an established location and prosperous, if such knowledge be required it need only be general. On the other hand, in dealing with those light financially—those who use their credit too freely, those who are lax or careless in their methods, this information must be sought in the most minute detail. References have great value as secondary information, but very little value as a primary basis for credit. Reference information covers mainly what the customer has done in the past; the dealer should be more concerned as to what the customer may be able to do in the near future. Reference gives superficial information; what we need is inside information which is harder to get. Reference tells you that a man is honest. Nearly all men are honest from choice, yet will resort to dishonest methods in a desperate effort to save themselves in financial crisis. Honesty is mostly a product of moral law and civilization; a desperate man is a reversion to the primal instinct of saving and guarding

self at any cost. Eliminate the dishonest when you can find them, but it is a mistaken policy to look for them. They are either blatant in their dishonesty or are too subtle to trace. The thief to exist cannot be mediocre. Local banks, while seldom definitely misrepresenting the case, cannot afford to jeopardize the outside credit of a customer owing their bank by fully parting with the knowledge they have.

Keep in Touch with the Farmer.

Many dealers believe it is essential to their success that they keep in touch with the trade journal. There is no doubt that this is true, since, therein, he can find many lessons and suggestions which he can apply to his own business. At the same time the dealer may not recognize the importance of keeping in touch with the farmers of his particular territory. He may fancy that so long as he keeps a complete

stock in his store, and so long as he greets farmers pleasantly when they appear, and as long as he advertises through some medium that will reach the farmer, he thinks that he has covered all the ground needful betwixt he and the agriculturalist. Yet we find that the experience of many dealers has proved that it is of vital importance to keep in touch with the farmer.

The dealer who spends a day in his district once in a while, and who visits the farmer for whom he must set up some piece of machinery, inviting other farmers in the vicinity to witness its operation, and enquiring after contemplated improvements, will find that his energy in this direction will assuredly show an addition to his net profits at the end of the year. It is a point of supreme importance to keep in touch with the farmer, to study his view of things are to consider his difficulties and worries. The farmer is the main factor in the selling world of the dealer,

and should be kept in touch with all the time so that through the channels of personal intercourse the dealer may increase his chances of extended business.

A Novel Plan for Teaching Automobile Drivers.

The simple control of a modern motor car and the ease with which it can be mastered by a driver with no experience whatever are illustrated by a plan of instruction in use at the place of business of a big automobile dealer in an Ohio city. "From the raw novice to the finished expert in two hours," is the claim made for this system by its originator.

The dealer has been selling two well known and popular makes of cars so rapidly that he found himself unable to spare the time needed to teach beginners by the usual "run-out" method. Accordingly he has worked out a short route which he finds better in every way.

Days of Canadian Industrial Exhibition

Wednesday, July 10.....	Opening Day
Thursday, July 11.....	Manufacturers' Day
Friday, July 12.....	Boy Scout Day
Saturday, July 13.....	Travellers' Day
Monday, July 15.....	Lord Selkirk Day
Tuesday, July 16.....	Citizens' Day
Wednesday, July 17.....	Farmers' Day
Thursday, July 18.....	American Day
Friday, July 19.....	Automobile Day
Saturday, July 20.....	Closing Day

We, herewith, describe the plan which the originator claims is perfectly logical.

He takes each novice to a courtyard at the back of his garage and has the rear end of the man's new car jacked up until the wheels are an inch or more from the ground. He starts the motor and spends about ten minutes explaining theory of gear shifting and the simple method by which the car is controlled. Then he leaves the novice to himself for about an hour with orders to use his imagination and act accordingly. When the hour is up he puts the pupil through a short examination on imaginary emergencies and turns him loose alone. Graduates of this school are invariably capable of getting their cars home without trouble. After a day or two of experience where the traffic is thick, they are able to drive anywhere with all the cool confidence of veteran experts.

Personal.

Jacob Miller has gone out of business in the implement line at Viscount.

McDowell & Barker, implement dealers in Vanguard, are reported to have gone out of business.

The implement business carried on by James Rae at Medicine Hat is reported as being discontinued.

A. E. Josephson & Son have recently extended their implement business by opening a branch at Herbert.

Leo Lynch has opened up a new implement business at Cabri. We wish him every success in his latest venture.

Harris Quin has lately opened up a new implement business at Meeting Creek. We wish him success in his enterprise.

Mackenzie and Robinson are the names of two partners who have commenced an implement business in the town of Neville.

Hugh Hamilton has commenced an implement store at Leask. We wish him every success in his new enterprise.

N. W. Meadows has given up his implement business at Clive, where he will be succeeded by an implement dealer named Morley.

J. J. Bryan, manager of the Regina branch of the Tudhope-Anderson Company, gave us a short visit while in Winnipeg recently.

J. F. Cameron has started a new implement store in Rapid City. We hope that for him trade will resemble the name of the town.

D. J. Campbell, Redvers, has opened up a new implement store in that town. May he find that the trade is comin' to the Campbells.

The firm of Matheson & Leishman, Craik, have dissolved partnership. George W. Matheson will in future steer the destinies of the store.

Jas. Leishman now carries on the implement business in Liberty that previously handled the line under the sign of Matheson & Leishman.

The implement concern of Grant Bros, at Spy Hill, has lately changed hands. It is now being run by two brothers named Bligh.

L. D. Logan, of Toronto, the Canadian Manager of the Sharpless Separator Co., paid us a visit when he was visiting the Winnipeg branch of that concern recently. He was visiting his

many acquaintances, he having been manager here for a considerable time and was happily optimistic regarding business conditions.

H. B. Garnett has given up his implement business in Russell. He will be succeeded by a firm trading under the name of Calvert & Son.

G. H. and H. McFetridge are partners in a newly commenced implement concern in Consort. We hope they may do good business in this Albertan center.

Henry West & Son have given up their implement business in Lampman, having handed it over to a firm trading under the names of Forcier and Murphy.

David Drehmer, assistant manager and secretary of the John Deere Plow Company Winnipeg, has just returned from a short visit to the Twin Cities.

We regret to hear that J. Harmer, of the Harmer Implement Co., this city, has been sick for two weeks, and trust that he shall soon be completely recovered.

M. S. Stephens, who had a hardware and implement business at Blaine Lake, has sold out his concern to a new man in the implement field—one R. W. Pozer.

Peter Newfield has recently opened a new implement store in the town of Rosenfeld. We trust that Peter may find his location a good one for the implement trade.

Our old friend D. W. Watson, formerly a knight of the road in the implement business, called on us the other day to our great pleasure. He is now located in Summerland, B. C.

A. Quale has recently opened an implement business in the town of Webb. We trust that Webb and district may quail before his selling arguments and purchase mightily.

J. P. Ritchie, of the John Watson Mfg. Co., Winnipeg, has recently undergone an operation for appendicitis. He is now considerably better and has returned to business.

E. H. Strachan, Winnipeg, manager of the John Watson Mfg. Co., is at present visiting Regina, Calgary, Edmonton and many intermediate points on his route to these cities.

S. S. Bean, Canadian manager of the American Seeding-Machine Company, whose headquarters are at Winnipeg, is on a trip to the home offices and factories of that concern at Springfield, Ohio, and Richmond, Indiana. While on this business

tour to the States, Mr. Bean will also pay a visit to the old home at Jackson, Michigan.

The firm of DaFoe & Louis, implement dealers, of Waldeck, have taken in L. Prentice as a partner. In the same town the firm of Stenst & Reddekoff have closed out their business.

Wiggins & Dove was the cognomens that graced the signboard on an implement store in Bengough. They have been replaced by a company called the Bengough Implement company.

Delisle Bros., implement dealers in the town of Delisle, have sold the branch of their business located in Netherhill to H. R. Johnston, who is launching out in the implement trade of that district.

Ezra O'Neil has given up his implement business at Outlook. He will be replaced by Robt. C. Thomson, while a further unit to the business world of Outlook in the implement line is J. B. Rice.

T. R. Whitley has taken over sole control of the implement concern in Alsask that previously was run by he and a partner named Hurlburt. He will now follow a lone trail in the implement field.

The go-ahead community of Prince Albert has yet another addition to the brigade of bindersellers. Two partners named Webster and Harradame have hung out their shingle in that northern city.

J. F. Cavanagh has opened a new implement concern at Ernfold, and at the same western point two brothers named MacWilliam have also taken their stand in the ranks of the retail implement men.

W. H. Maston, of Moline, Illinois, sales manager for the northwestern and northern branch houses of the Moline Plow Company, Winnipeg, recently spent several days at their branch house in this city.

J. C. Hawkes has extended the implement business world of Caron by opening a new store at that western point, while in the same town the implement firm of Norwood and White have ceased operations.

A. B. MacLeod, partner of the well-known firm of MacLeod & Hanley, implement dealers, Brandon, favored us with a visit when he was in town lately. He reports business good throughout the Brandon district.

S. H. Roe, Calgary manager of the Tudhope-Anderson Company, visited Winnipeg for a few

days lately. The reason for his visit to Manitoba was business concerns with the local headquarters of his house.

J. B. Tudhope, M. P., of Orillia, Ontario, president of the Tudhope-Anderson Company, recently spent a couple of days in Winnipeg on business matters connected with the western branch of that company.

L. Riddle is the name on a fresh sign in Pilot Mound, under which an implement business has taken position. We trust that the owner may find no "riddle" to solve on the road to a successful connection in that district.

C. L. Lloyd, Outlook, has given up his implement business at that locality, while at the same point the Outlook Machine Works have extended their business by putting in a stock of farm implements and machinery.

Turnbull Bros., who previously ran an implement business at Wilkie, have sold out to F. R. McCleenn. The former partners have taken up a real estate and investment business in the town of their former labors as implement men.

H. Rusted, manager of Canadian Swenson's, Ltd., is spending a couple of weeks at Lindsay, Ontario, recuperating. He lately underwent an operation for appendicitis in this city, and has gone east to benefit physically by the change. We hope that he will soon be restored to his normal condition.

W. H. Steel, president and manager of the Mount Forest Carriage Co., of Mount Forest, Ontario, paid us a visit recently. It is now four years since Mr. Steel has been in Western Canada and he was impressed and surprised by the great development of the country, especially of Winnipeg, during that period.

The town of McOwan has recently received two additions to the implement resources of that district. One new firm is that of Neilson & Jackson, implement dealers, while William Seaton runs a solo show. Regarding the name of their choice we trust that neither "Macs" nor "Pats" will be "owin" them anything, but that they may do a good cash business.

Hugh H. McNaughton has taken over the implement concern at Marengo which was controlled aforetime by a dealer named R. T. Martin, while a further change in the implement world of Marengo is the retirement of Gordon Moffatt from the implement field. The business of the last-named dealer has been

taken over by a firm trading under the heading of Jacklin & McGowan.

M. P. Roblin, representative of the Canadian Moline Plow Co., at Calgary, blew into the office lately. We made a strenuous effort to invest him with the glory of knighthood, as Alberta can boast an "M. P. R." if not an "R. P. R." Unfortunately we had mislaid the office ruler, which was intended to represent the regal sword, and, Mr. Roblin, being a busy man, still remains happy though unknighted.

Mr. Joseph Dain, president of the Dain Mfg. Co., has been elected one of the vice-presidents of Deere & Co., and will have charge of patents and inventions. (Do not confuse this with experimental work.) Mr. Dain for many years has been recognized as one of the leading inventors of the country and an authority on patents. Personally he invented and developed the greatest line of hay machinery ever included in one line. No one in the country is better able to handle a large and important department such as Mr. Dain will have in his new position. (Patent matters for all the Deere factories.)

One Way of Looking at It.

"I don't see why you want to charge me \$2,750 for this engine, when other people are selling engines almost like it for a third less." That is what a farmer handed to a new salesman the other day. Here is what the salesman said to him:

"Now Mr. Man, you will agree with me that you are worth more as a money-maker than you were when a boy?" The prospect said "Yes." "You get more money, too, don't you, from the work you do, since you made up your mind you were big enough and strong enough to get and run a farm of your own?" and the prospect repeated, "Yes, I do."

"Well, sir, it is just the same case with us. We have demonstrated that our engine is past the boy stage—we have proved that it can do more work and assume more responsibility. So it is worth more, and we get it. Possibly we'll get still more in a short time, if we keep adding improvements that make it worth more. Get it now while you have the opportunity to get a reliable, proved money-maker for so little as the money we ask, and then let us show you how to make yourself worth more through the assistance of the goods we can give you."

And the prospect saw the point.

A Cordial Invitation

is extended to every Implement and Vehicle Dealer to visit our Show Rooms
110---120 Princess Street

We are at your service and will be pleased to see you. Our interests are Mutual



You will be made Welcome, and we will be glad to have the opportunity of talking to you

The Domicile of the Deere Plow

Make Yourself at Home in the Finest Sample Rooms in Canada.
 We will have no Exhibit at the Fair, but will display here in our Show Rooms the Finest Array of Farm Implements and Vehicles that are manufactured.

Every Implement used on the Farm can be seen in our Show Rooms

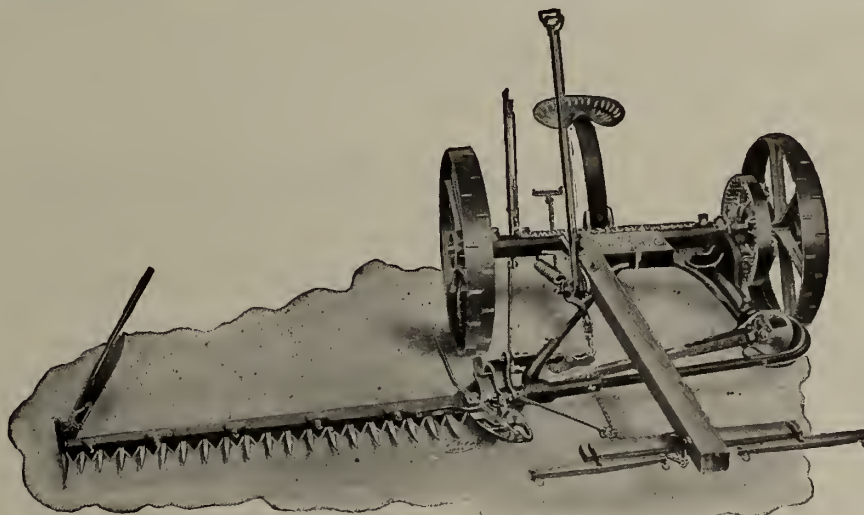
The Famous "John Deere Line"---The World's Standard Haymaking and Moneymaking Tools

"The Great Dain Line"

OF

Mowers, Rakes, Loaders, Stackers. Every requirement of the Modern Haymaker

Built on a basis of Merit. They save Time, Hay and Labor



Strong Construction, Easy Operation, giving Supreme Satisfaction

Dain Vertical Lift Mower

Dain Hay Tools possess special Features that make them Leaders in their own line

JOHN DEERE PLOW CO. LTD.
Winnipeg

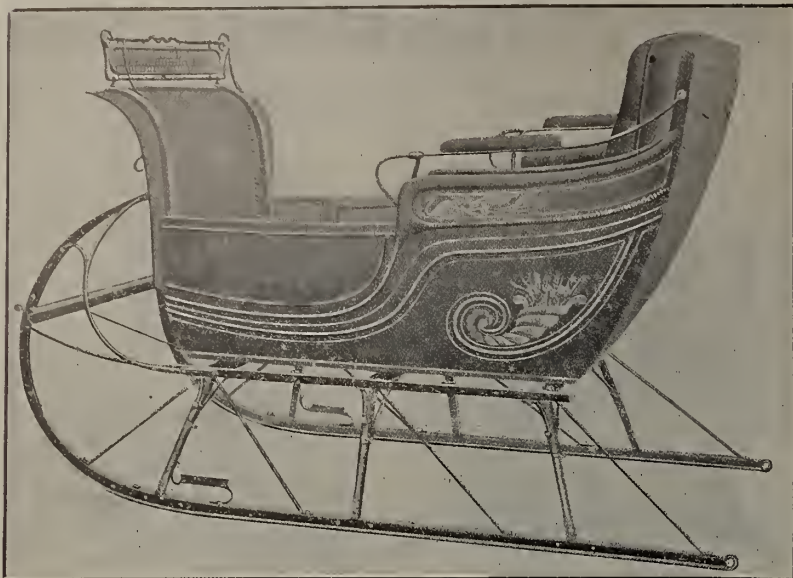
Regina.

Saskatoon.

Calgary.

Edmonton.

Lethbridge



No. 205 Fitted with "Fore-Doors," Closed.

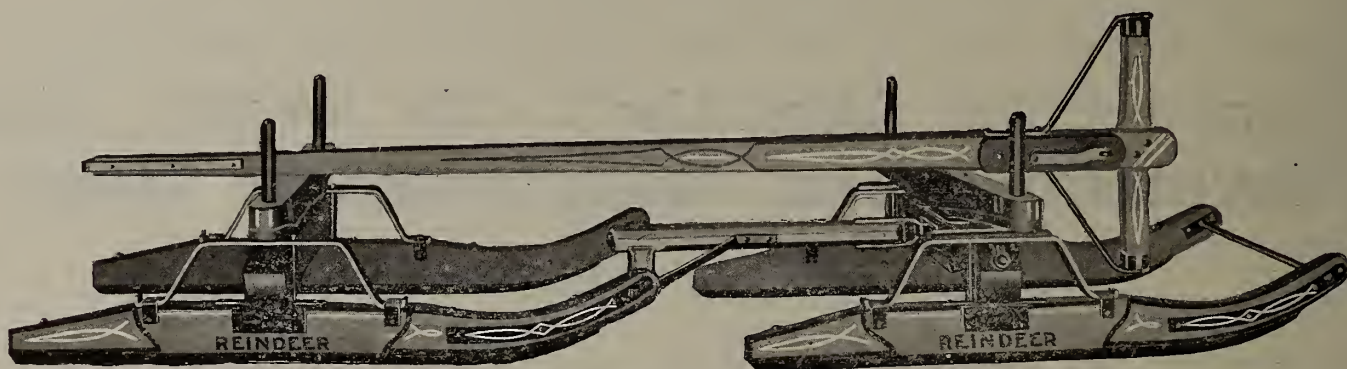
Our 1912-13 Cutters

Are a Revelation, and we are displaying a complete line on our floors during Fair Week, including some absolutely

NEW STYLES

of Elegant and Original Design which will prove Trade Winners.

REINDEER SLEIGHS



No. 28 1/2 Reindeer Sleigh

Made in all sizes, with steel or cast shoes

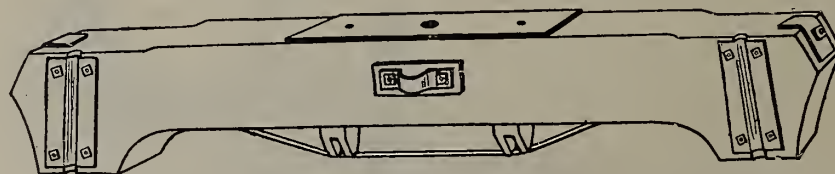
Quality and Workmanship—Made of a straight grained hard-wood timber throughout, put together in a smooth, workmanlike manner.

Trussed Bench furnished on

No. 25 1/2, 2 in. x 6 1/2 ft. runners,
steel shoe

No. 26 1/2, 2 1/2 in. x 6 1/2 ft. runners,
steel shoe

No. 27 1/2, 3 in. x 6 1/2 ft. runners,
steel shoe



Reindeer Trussed Bench

Trussed Bench furnished on

No. 28 1/2, 2 in. by 6 1/2 ft. runners,
cast shoe

No. 29 1/2, 2 1/2 in. x 6 1/2 ft. runners,
cast shoe

Painting—Orange red, with very neat wide lines of black and fine lines of white striping. Well varnished and very much above the usual sleigh in smoothness of finish and general appearance.

Do not place your order for Sleigh goods until you have had an opportunity of talking to our travellers

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Come and see our Cutters when you are in Town

JOHN DEERE ENGINE PLOWS



Deere Plows are built with four, six, eight, ten or fourteen bottoms.

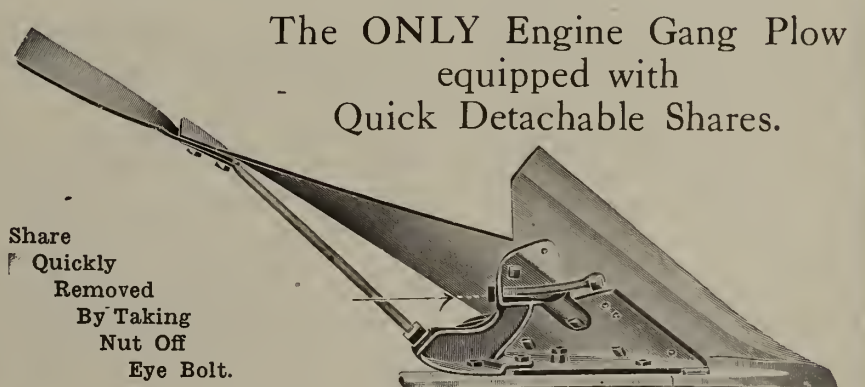
JOHN DEERE ENGINE PLOWS can be seen in operation at the Motor Contest at the Canadian Industrial Exhibition at Winnipeg, July 3rd to 20th.

Watch these Plows in Operation.

JOHN DEERE ENGINE PLOWS possess features that are not found on any other make; one man can operate them.



The ONLY ENGINE PLOW
equipped with Screw clevis
adjustment. Plows can be
adjusted while in operation;
not necessary to stop and
tip the bottom of the Plow—
guessing the depth required.



The ONLY Engine Gang Plow
equipped with
Quick Detachable Shares.

Share
Quickly
Removed
By Taking
Nut Off
Eye Bolt.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

Visit Us during the Fair. You Will be Made Welcome.



The Ontario Wind Engine & Pump Co.'s Exhibit.

An Exhibit on Tour.

The above reproduction shows the exhibit of the Ontario Wind Engine and Pump Co., as it looks on the "Made-in-Canada" Exhibition Train, which is now touring the entire West, attracting great interest and attention in every town it stops at. The above exhibit is in charge of the new manager of the Gasoline Engine and Well-Drill department of the company, Mr. J. C. Bevan, formerly sales manager and secretary for the Chas. A. Stickney Co., of St. Paul. Particularly interesting in this exhibit is the model of the new Chapman well-drill in operation. This model is made a quarter the size of the usual machine and works perfectly. In this type of well-drill all the gears are practically eliminated and its running is well-nigh noiseless. The new 2 h. p. Chapman Gas Engine makes an interesting exhibit and claims much attention. One of its important features is the ease whereby it can be started. Instead of having to crank the engine until the mixture explodes, it is only necessary to switch on the current from the batteries when the engine immediately starts operating. This feature is practically unknown among other makes of engines. Another exhibit in this travelling exposition, by the Ontario Wind Engine and Pump Co., is the Toronto Grain Grinders. A variety of different makes of pumps, Aylmer pumps and scales, are also shown. The whole exhibit, occupying one third of a car space, is tastefully arranged, and is artistically decorated by numerous photographs, representing interior and exterior views of the various fac-

ories of the company at Toronto, Dundas and Aylmer, Ontario. This concern, like many others who have exhibits on the "Made-in-Canada" train, are greatly gratified with the results that have accrued through this original method of advertising goods. The expense has been justified by the booking of numerous orders at points called at while en route.

Winnipeg Motor Contestants.

The entrants to date in the Motor Competition at the Canadian Industrial Exhibition, Winnipeg, are as follows:

Aultman & Taylor, Mansfield, Ohio—4 cylinder kerosene, 30-60 h. p.; 4 cylinder gasoline, 30-60 h. p.

Minneapolis Steel and Machinery Co.—4 cylinder gasoline, 40-65 h. p.

Diamond Iron Works, Minneapolis—4 cylinder gasoline or kerosene, 40-60 h. p.

M. Rumely, La Porte, Ind.—1 cylinder kerosene or other oil, 15-30 h. p., T head type; 2 cylinder kerosene or other oil, 30-60 h. p., T head type; 1 cylinder kerosene or other oil, 15-30 h. p., L head type; 4 cylinder gasoline or other oil, 35-65 h. p., L head type.

Sawyer-Massey, Hamilton—2 cylinder gasoline, 22-35 h. p.; 2 cylinder composite steamer, 106 b. h. p.

Avery Company, Peoria, Ill.—2 cylinder gasoline, 20-35 h. p.; 2 cylinder kerosene, 20-35 h. p.

J. I. Case, Racine, Wis.—2 cylinder gasoline, 20-40 h. p.; 2 cylinder kerosene, 30-60 h. p.; simple locomotive, 80 b. h. p.; simple locomotive, 40 b. h. p.; simple locomotive, 120 b. h. p.

Goold, Shapely & Muir, Winnipeg—2 cylinder gasoline, 30-45 h. p.; 2 cylinder gasoline, 22-35 h. p.

Kinnard Haines, Minneapolis—4 cylinder kerosene, 40-60 h. p.; 4 cylinder gasoline, 30-50 h. p.; 4 cylinder kerosene, 20-28 h. p.; 1 cylinder gasoline, 20-28 h. p.

Canadian Heer Engine Co.—2 cylinder gasoline, 20-25 h. p.

Canadian Holt Co., Calgary—4 cylinder gasoline caterpillar, 60-65 h. p.

International Harvester Co., Chicago—1 cylinder kerosene, 25 h. p.; 2 cylinder gasoline, 30 h. p.; 2 cylinder gasoline, open cooler, 45 h. p.; 2 cylinder kerosene, open cooler, 45 h. p.; 2 cylinder kerosene, closed cooler, 45 h. p.; 2 cylinder gasoline, closed cooler, 45 h. p.

A Rumely Baling Press.

The Rumely Products Co., recently put upon the market a new baling press which they are pushing vigorously. This baling press is being manufactured by Robinson & Co., Richmond, Indiana, who have long had a well-established reputation as manufacturers. The entire output will be placed upon the market through the medium of the Rumely branch houses. This new press will be equipped with the self feeder which has been a distinguishing feature of Robinson presses, but it will have the advantages of being lighter, simpler, and of more refined construction than the old line manufactured by this concern.

Announcement.

The American Seeding-Machine Company (Incorporated) Springfield, Ohio, and Richmond, Indiana, announce to the trade generally that its line of goods manufactured at their Richmond, Indiana, plant, and consisting of Hoosier and Kentucky drills, will be sold throughout the United States and Canada for shipment after November 1, 1912, by the International Harvester Company of America. This new arrangement in no way affects the sale of the product of the Springfield, Ohio, plant of the American Seeding-Machine Company, as they will continue to market the product of this plant in the United States as at present. This new selling arrangement will affect the Canadian branch of the American Seeding-Machine Company as follows. The International Har-

vester Company will hereafter sell Kentucky and Hoosier Drills throughout the entire Dominion. No definite decision has been arrived at so far regarding the continuance of the Canadian branch of the American Seeding-Machine Company in their marketing of the Superior drill. We have, however, been assured that, irrespective of whatever line of action the American Seeding-Machine Company may take, the Janesville Machine Co., of Janesville, Wisconsin, will continue to market their goods throughout the Canadian west.

Deer Company Present Prizes for Dry-Farming Competition

The interest in barley growing in Western Canada is increasing, and the acreage this year is many fold that of any previous year. The demand for barley has grown steadily and the big malting interests has been concentrating their interests in the larger products of this crop. The International Dry-Farming Congress has been advocating the more extensive growing of barley, especially in great wheat districts, and now the John Deere Plow Company, through P. C. McDougall, manager of the Lethbridge branch, has donated as a premium for the best sheaf of barley exhibited at the International Dry-Farmed Products Exposition at Lethbridge, Oct. 21-26 next, a John Deere eight-foot binder. This premium, which is one of the most valuable ever offered in a barley competition, is open to the world, and will be delivered to the winner at the company's distributing point nearest to his farm.

The same company have also offered a Van Brunt 20-double disc drill for the best sheaf of flax, likewise open to the world, and the premiums to be delivered to the winner free of all charges at the company's nearest distributing point to the farmer's home.

A third premium offered by the Deere Company is an Acme harrow, one of the most useful implements on a modern farm, this is offered on the same condition for the best Swede turnip.

Trust Magnate—Is the morning mail in?

Secretary—Yes.

T. M.—Very well. Credit up the checks, throw the appeals for help into the waste basket, and turn the indictments over to our lawyers to be squashed.—Puck.

A German Trade Invasion.

That Canada, and Western Canada in particular, is becoming more and more popular as a field for German trade activity, is evidenced by the fact that the hotel registers in Winnipeg, and western towns generally, bristle with more or less regularity with long names of difficult orthography and many a guttural and sibilant, borne by tourists and drummers from "Deutschland." Interesting and instructive conversations have been held from time to time with intelligent German trade representatives, and from these it has been learned that the sphere of German commercial venture is being enlarged yearly. Drug sundries, toys, pencils, dry-goods, hardware, are only a few of the lines subject to German innovation. During the construction and since the completion of the civic power plant and the locks at St. Andrews, Manitoba, several German engineers of considerable repute have visited and inspected these works, and have expressed delight and surprise at the magnitude and modernity of these undertakings. The German invasion into the industrial field and the success

they have enjoyed goes to indicate the great void between the demand and supply of home-made goods in Canada, for which the unprecedented growth of the West is largely responsible.

Elevators in England.

During the past few years Manchester, England, has made rapid strides in the flour mill industry, and at present they are erecting several new mills in that city, one of which will consume about 50,000 tons of grain per year. Within a radius of ten miles from Manchester there is a population of over 2,000,000, and the imports of grain to that centre amounted to 493,000 tons in 1911, the ton being 2,240 pounds. Some 117,106 tons of this total were received from the United States and Canada.

The grain elevator at the Manchester docks was the first in England to be constructed purely on the American principle, and it practically differs from the American elevators only in the arrangements for delivering the grain. In England grain is still delivered to the millers chiefly in bags.

This elevator has a capacity of 40,000 long tons, or 1,500,000 bushels, of grain. It contains 226 bins, varying in capacity from 37 to 300 tons, constructed of wood, in such a way as to keep the grain in the best possible condition.

The facilities for discharging grain from steamers into the elevator consist of a marine leg at the water side with revolving buckets, which has a capacity of 350 tons per hour. In order to accelerate the discharging of grain in parcels or from the smaller holds of a vessel, the canal authorities have recently supplemented the discharging apparatus by constructing eight pneumatic pipes, which suck the grain into the marine tower at the rate of about 25 tons per pipe per hour. These pipes work simultaneously with the marine leg.

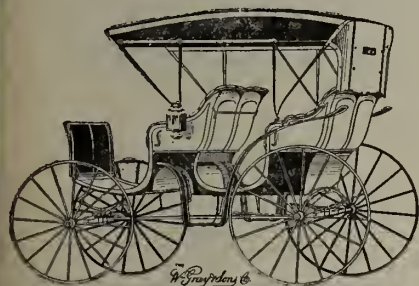
The rates charged against the steamer for discharging grain cargoes are reasonable, and combined with the quick despatch given every inducement is offered shipowners to discharge their cargoes at Manchester.

The grain is weighed and the weight recorded by both the owners of the grain and the representatives of the vessel. The appliances for delivery are so ar-

ranged that grain can be sacked, weighed, and loaded into 40 freight cars, 10 horse wagons, and 2 barges simultaneously. As the delivery of grain in bulk to freight cars is much quicker and cheaper than shipment in bags, the millers of some parts of Lancashire appear to be seriously considering making the slight alterations in their mills necessary to permit them to take the delivery of grain in bulk. The conveyance of grain in hopper cars over the various railroad systems will doubtless have to be seriously considered in the near future.

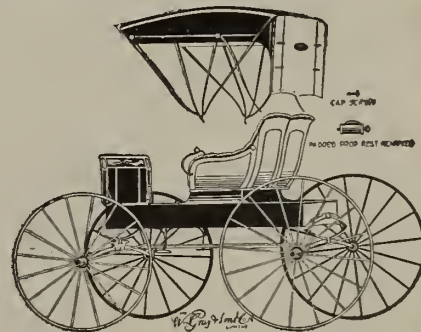
Manchester is the terminus of a large ship canal and the canal authorities have also acquired several floating grain elevators, which are used to accelerate the unloading of liners from the North American ports. These elevators discharge the grain over one side of the ship into barges while the general cargo is being taken over the other side to the quay transit sheds. The loaded barges are then towed to the main elevator and the grain stored there.

Don't take down the shutters until there is something in the windows.



No. 510 Steel Seat Surrey

**Our Agents Are
Making Money
Handling a Popular Line.**



No. 123 Steel Auto Seat

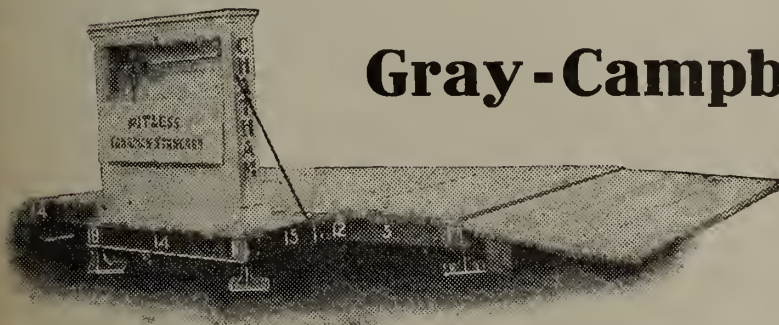
If you have not yet secured contract, consult your interests by securing exclusive territory.

See our representative and interesting exhibit at the Canadian Industrial Exhibition at Winnipeg, or you will be very welcome at our Offices and Showrooms
400 Jessie Avenue.

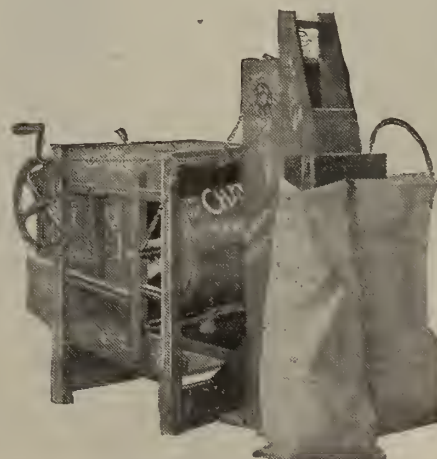
Gray-Campbell Limited

**Moose Jaw, Sask.
Winnipeg, Man.**

**Sample Cutters
for next Season now in
stock.**



5-ton Pitless Scale



Latest Chain Drive Mill

A Humorous Description of the Auto.

Geo. Fitch has recently contributed the following humorous description of an automobile in one of his "Rag Time Essays." Part of his description reads as follows:

"The automobile is a rubber-tired cash separator which is being used largely to keep prosperous American citizens from worrying over how to invest their money.

There are a great many varieties of cash separators, but the automobile is by far the best. It can go through an ordinary flush citizen in a very few months and leave very little cash in the tailings. In fact, its work is approached in thoroughness only by the private yacht, the society bug and the private school for girls.

The automobile is driven by gasoline, assisted by water, oil, electricity, wind and gas, and sometimes horses and mules. Some drivers have also used brains with great success, but the supply is too limited to be generally adopted. If every automobile driver were equipped with a small set of brains we would have no more accidents

which occur while a car is being driven about 75 miles an hour over the speed limit.

An auto consists of an engine with 175 parts, connected by a clutch with 95 parts to a gear box with 75 parts, and then to a differential with 50 parts. When all of these parts are feeling well and are working together like the old guard Republicans in New York, the automobile is said to be in good running order. However, if any individual part of an automobile is feeling convalescent and will not work at all, the man who wants to sell the machine to you second hand will solemnly swear that the machine will run like a watch.

Ten years ago an automobile would go ten miles and then stop a month because of a 50 cent breakdown. But now an auto owner will go 200 miles, pay \$35 in fines, wear out \$50 worth of tires, eat \$10 worth of food, knock \$75 out of a buggy, and neglect \$1,000 worth of business all in one day.

The States want Tractor Contests.

In a contemporary trade publication the following remarks appear on the editorial page, and

assuredly the suggestion should appeal to all organizers of state fairs across the line. Seeing is believing, and the man who actually sees tractors on a competitive basis comes away more impressed than he would be by a carload of advertising literature. The article says in part:

"There is a growing impression in the implement trade that the time is about ripe for a contest of farm tractors on domestic soil. Up in Canada preparations are in progress for the fifth annual event of this character, yet nothing approaching it has been projected in the United States. We put our ears to the ground and hear the rumbling of the on-coming demand for tractors from the so-called average farmer. Why not run to meet it and accelerate its movement? A contest similar to the Winnipeg affair would increase the interest in tractors to a wonderful extent.

Breakages in Automobiles.

The table given below gives a list of breakages found on 300 automobiles, the list being compiled from the repair estimating sheets of a large repair plant, says Gas Power. This analysis of breakages excludes all which are caused by wear or accidents. The cars are of various makes, types and ages, but can nearly all be said to have been made during the last five years.

Broken aluminum castings.	104
Broken cast iron castings..	27
Broken crankshafts	12
Broken connecting rods ...	9
Broken connecting rod bolts	17
Broken valves	8
Broken universal joints and pins	22
Broken differential gears...	14
Broken crown bevel wheels	10
Broken bevel pinions	13
Broken hubs	9
Broken brake drums	3
Broken steering gear boxes	6
Broken front axle forgings	3
Broken front axle tubular..	5
Broken tubular case of rear axle	7
Broken springs	16
Broken steering joints and connections	2
Broken pressed steel frames	8
Broken flitched frames.....	1
Broken tubular frames	6
Broken wood wheels	11

The large number of breakages in aluminum is due merely to insufficient strength allowance in the design in most cases. Only eight of these 300 cars had wire wheels. This list, taken from so many different types of

car, should represent an average for the breakages of different parts in automobiles.

Frosting Electric Lamps.

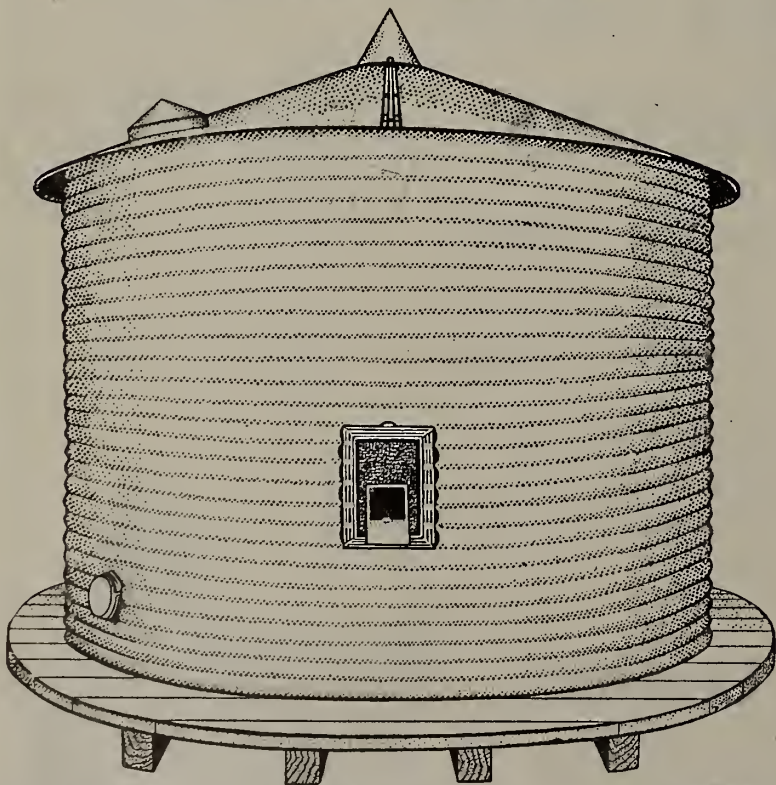
Many people find their eyes unable to stand the glare of a plain glass electric glow lamp. The best method to tone down the strength of the rays impinging upon the eye is to frost the bulb of the lamp. A simple recipe for attaining this effect without any undue expense is as follows: Mix one gallon of acetone with 3 quarts of benzol and one quart of turpentine. Dissolve in this 24 ounces gum sandaras, eight ounces gum benzoine and eight ounces gum mastic. Shake well, and let stand overnight and strain through cheesecloth. The liquid should be perfectly clear, provided the bottles used have been perfectly cleaned and dried; they should be rinsed out with alcohol before using. Dip the lamps in this solution, and only when the glass is cold; furthermore, don't use the lamps until they are thoroughly dry. Frosting liquid should be kept in glass bottles or stoneware jugs, never in tin cans. The color of the frosting may be tinted with rhodamine, methanyl yellow, and other common dyes. Coloring or frosting on lamps may at all times be removed easily by washing them with a solution of caustic soda or alcohol.

Opium in the East.

Although opium has for many years occupied the first place among the foreign imports of China, yet the past few years have seen a great rise in its value owing to the heavy speculation in the drug in anticipation of the absolute prohibition of its further importation. At the end of 1911 the importation of all non-Indian opium was prohibited, and December 31, 1913, is set as the last day upon which the importation of Indian opium will be permitted. The price of a chest of opium which was \$400 five years ago was \$1,400 in January 1911, and in August 1911 rose to \$2,350. At the end of last year it dropped to \$1,750 per case because of the fact that large quantities of Persian opium were released from bond at the commencement of the present year and were thrown upon the market, thereby reducing prices.* The farmers in northern China have planted large areas of the forbidden opium poppy recently.

Portable Corrugated Iron Granaries

"Proved Best by Years of Use."



TWO SIZES.

850 and 1050 bushels capacity

SIX STYLES.

Get our Literature and Agency proposition. It means money to YOU.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Corrugated Iron, Shingles, Siding, etc.

P.O. Box 2186 F

Winnipeg, Man.



The Modern Way of Harvesting.

READ MR. PEIHL'S LETTER

Hunter, N.D., March 8, 1912.

Kinnard-Haines Co., Minneapolis, Minn.

Gentlemen—We used our two "Flour City" engines last season on all kinds of work. We cut our entire harvest with them, and a great many people from far and near came here to see them. We pulled four 8-foot binders behind each engine, but will put at least six binders on each this coming year, as we found that four were nowhere near the load that these engines are looking for.

We had some heavy timothy to thresh late in the fall, and used the 1911 engine to thresh it on a 38x62 B.P. separator, and the way we walked through that hay was a caution, and timothy is a little harder to thresh than most of the grain that we raise.

The fact of the matter is that these engines say more for themselves than we could possibly say for them.

Yours very truly,

HANS P. PEIHL, Manager.

The Strongest, Most Powerful, Economical All-Around Farm Tractor on the Market.

DESIGNED
BUILT
WORKS

RIGHT

Equipped with Four Cylinder Motors and High Drivers, Insuring Greatest Power with Least Weight.

Burns Gasoline, Kerosene or Distillate.

Awarded Four Gold Medals in Four Years at the World's Tractor Contests at Winnipeg.

WRITE FOR CATALOG.

KINNARD - HAINES CO., 830 44th Avenue North
MINNEAPOLIS, Minn.

OR TO OUR DOMINION AGENTS

Ontario Wind Engine and Pump Co. Ltd.

TORONTO

WINNIPEG

CALGARY

Dealers Who Desire —

To secure the Automobile Tire Business, should get in touch with the **TRIPLE TREAD MFG. CO., LTD.** Their tire stands alone; it is without doubt the **coming tire.**

ITS ADVANTAGES:

- IT** gives twice the mileage of an all-rubber tire.
- IT** is a rubber tire faced with 3-ply chrome leather set with hardened steel studs.
- IT** is practically puncture proof, and will not skid.
- IT** can be re-treaded when worn at about half the original cost

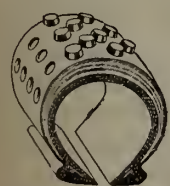
What an Agent says:

Gentlemen,—It may be of interest to you to hear that the work you have done for us this season, about 30 tires, is giving the greatest satisfaction. Our customers are pleased, and we anticipate a very large business in your Treads for next season. We have no hesitation in recommending your Triple Treads, and consider it much more satisfactory in every way, than anything else we have tried. We thank you particularly for the courteous attention and prompt service that you have given us this season.

(Signed) SASKATCHEWAN MOTOR CO.

Our traveller is at your service, and a line from you will receive immediate attention.

We help Agents in every possible way to get business—you cannot get a more profitable specialty. Ask for our proposition.



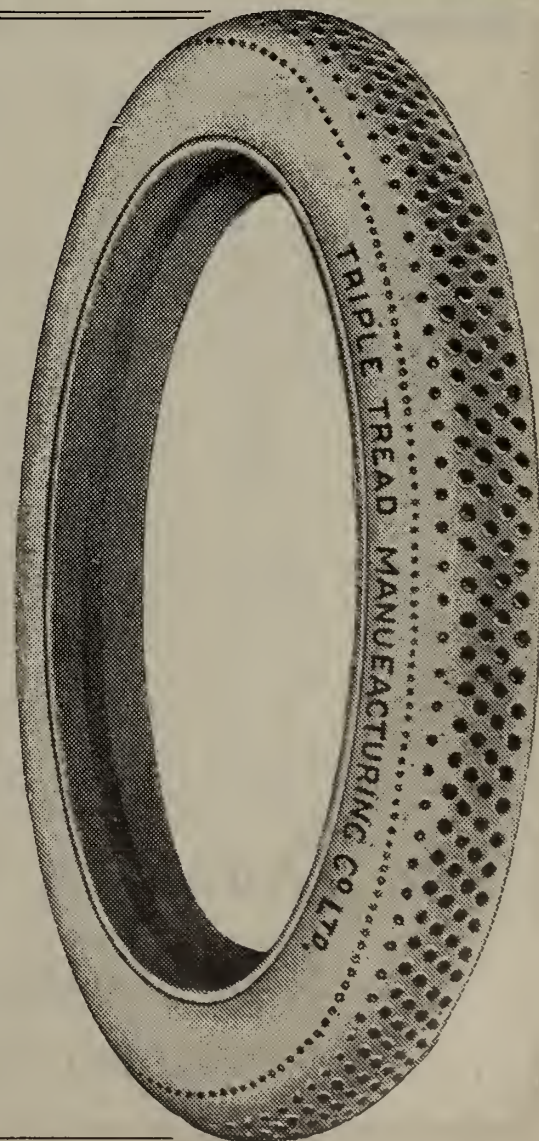
Sectional View,
Showing Tread Con-
struction.

We will have an interesting exhibit in the Automobile Building at Winnipeg Fair and will be glad to see YOU

Triple Tread Manufacturing Co. Ltd.

52 Gertie Street, Winnipeg, Manitoba

Factories: Chicago, San Francisco, Winnipeg



Calgary.

W. G. Matheson, of the supervision department of Cockshutt Plow Co., Ltd., at Winnipeg, spent a few days in Calgary in June, on business connected with his department.

W. P. Landon, the well known implement dealer of Red Deer, was a recent visitor in Calgary. He drove back to Red Deer in a fine, large, new Overland car. He reports crop prospects and trade conditions in Red Deer district as being particularly favorable.

T. L. Scott, Alberta manager for Goold, Shapley & Muir Co., was a business visitor to both Edmonton and Lethbridge during June.

E. A. Mott, western general manager, for Cockshutt Plow Co., Ltd., visited Edmonton and Calgary during the past month.

Can you hear Calgary grow? The recent census gives this city a population of over 61,000, which is growing some, even in Western Canada.

A. J. Cummings, a well known implement man of the Province, and who until recently represented the Gas Traction Co.'s interests here, was married in Lethbridge on Thursday, June

20, to Miss Irene McLachlan, a well known young lady of southern Alberta, and who has until lately been society editress on the Calgary Daily News-Telegram. After their wedding tour to Buffalo and to Indiana cities, the young couple will return to Calgary to reside.

Mr. C. McClennan, general agent for International Harvester Company's Lethbridge branch, spent a couple of days in Calgary in June.

W. E. Hall, manager of Cockshutt Plow Co., at Calgary, visited Lethbridge and Edmonton during the past month.

Mr. Allan Jack, of the Lethbridge Weyburn Realty Co., at Lethbridge, accompanied by Mrs. Jack and daughter, left on June 13th for a four-weeks holiday in Ontario, where they will visit a number of points.

The Calgary Fair, which will be held from June 28 to July 5, promises to be the largest and best exhibition ever held in the city. When it is considered that some of the best fairs in Western Canada have been held here it will give some idea of just what this one will be. Our next issue will contain a report of it.

Mr. A. W. Trickey, manager of Southern Alberta branch,

Massey Harris Co., visited a number of the agencies in his territory during the month—as far south as Macleod, and east as far as Brooks.

Mr. P. A. Scott, one of the best known implement travellers in Alberta, formerly with the American-Abell Threshing Machine Co., together with Mr. A. J. Cummings, who until recently represented the Gas Traction Co.'s interests in this Province, have organized a company to be known as the Canadian Imperial Machinery Co., and will handle several lines of threshing machinery and gasoline engines as well as a full line of Thresher supplies. Their headquarters are Calgary, and at present they control the following lines, to which several others will be added within a very short time: Imperial Gas Tractors; Waterloo Mfg. Co.'s entire line, including engines and separators; Moody & Sons line, of Terrebonne, Que., and also as stated a full line of thresher accessories.

The principal thought in the minds of the implement men—and incidently of farmers and all business men is the condition of and prospects for the 1912 crop. At the present time we are safe in stating that every district in Alberta is in the best shape that has ever been experienced at this season of the year. Crops are two weeks further advanced than usual and weather conditions are almost ideal. There was for a time a feeling of uneasiness in a certain part of the southern and central portion of the province, owing to a rather long period of hot, dry weather and it was feared that conditions of 1910 might be repeated. However, about the 15th of June a very heavy rain fell for from 12 to 30 hours over the whole territory, after which it came out quite warm again, and the results are splendid. As stated, conditions are almost ideal now, and even without more rain a good crop is practically assured.

The Australian Wheat Harvest.

Complete returns of the Australian wheat harvest of 1911-12 have not yet been issued, but on the figures so far available it is estimated that the exportable surplus of the Commonwealth will exceed 44,000,000 bushels. The surplus of each state is set down as follows: New South Wales, 13,616,000 bushels; Victoria 11,891,000 bushels; South Australia, 16,500,000 bushels; Western Australia 2,000,000 bushels. These

figures are approximate, and it is considered likely when the complete returns of the harvest come in it will be found that the total will be somewhat larger. The total production of the Commonwealth for 1911-12 was 72,550,000 bushels, a decrease of 22,560,000 bushels on the harvest of the previous year, which was a record one. New Zealand's harvest this year is 6,480,000 bushels, which makes a total of 79,000,000 bushels for all Australasia, as against 103,380,000 bushels in the preceding year. Being in the southern part of the world it must be remembered that the harvest season in Australasia is exactly at the opposite season of our year, and that around Christmas is their harvesting season.

A Plow Publication.

We have recently received from the Cockshutt Plow Company, of Brantford, a copy of their latest catalogue. It, veritably, seems the last word in plow philosophy, so completely does it cover the field of plows for all types and conditions of soil, and for different usage in different lands. The Cockshutt Plows are well-known to the trade and this compilation of the plows produced by the company comprises illustrations, sizes and descriptions of all their particular types of plows from a one-furrow walking-plow to a twelve-furrow engine gang; pulverizers, cultivators, harrows; it is an encyclopaedia of information and instruction for any who have interest in or connection with farm implements. The printing and lay out of the catalogue calls for special commendation, and the many photographic reproductions are clear cut and attractive. The book is artistically bound and covered, the front cover bearing an embossed representation of the Royal Standard. The publication ought to be a valuable adjunct to the library of all implement dealers and should tend to increase their knowledge regarding Cockshutt supplies and possibilities in the plow line.

Cars are Coming!

The Canadian Pacific, Grand Trunk, Canadian Northern and Great Northern Railways have on order, to be delivered before October 1, an aggregate of over: 18,000 box cars. 200 locomotives. 1,000 refrigerator cars. 1,400 coal cars.

Dealers Look at This



Over five hundred enterprising dealers in Western Canada handle this Automatic Seed Grain Pickler. It is in a class by itself, and last season we received orders for a thousand machines more than we could have manufactured in time. It is self operating, it does perfect work, has a capacity of 135 bushels per hour, is reasonable in price. One machine built for using formaldehyde, the other

made of copper which is guaranteed to stand bluestone or any other solution. We have a very liberal offer to make to one agent in each town. Do you want particulars? If so write at once. This machine will be shown at Calgary, Winnipeg, Brandon and Regina, Fairs. Be sure you call around to see it. Because after seeing it in actual operation you will never want to try to sell any other make.

**The Dominion
Specialty Works,
WINNIPEG, MAN.**



The Farmer's Friend

The money the farmer saves on purchase price buying cheap twine isn't a circumstance to what he saves at harvest using high quality twine.

PLYMOUTH TWINE

THE KIND THAT'S ALWAYS GOOD

is the **highest** quality twine---at the factory, in the field. It's the farmer's best friend---once known **always** clung to.

The price of his twine the farmer soon forgets---you can only save him pocket money there. The way the twine acts in the field he never forgets. That's the place for you to save him money.

Plymouth twine makes for successful harvesting. It's the twine for you to introduce to your customers---the most profitable twine to handle---a friend for **you** to cling to.

Write for full information.

PLYMOUTH CORDAGE COMPANY, North Plymouth, Mass.

CANADIAN DISTRIBUTING AGENTS

W. G. McMahon

(REPRESENTING LINDSAY BROS.)

WINNIPEG, MAN.

Hobbs Hardware Co.

TORONTO, ONT.

A Floating Exposition.

A floating exposition of over 1,000 individual exhibits is being organized under the auspices of the American Manufacturers' Export Association by the U. S. Marine Exposition Company, New York. A steamer, named "The Exposition" will leave New York on October 1st, 1912, and will visit Cuba, Jamaica, Dutch Guiana, Mexico, Honduras, Venezuela, Porto Rico, Haiti, Trinidad, French Guiana, Santo Domingo, British Honduras, Panama, Brazil, British Guiana, Argentina, Uruguay, Chile, Peru, Ecuador, Nicaragua, Costa Rica, Salvador, Colombia, Guatemala and the Straits of Magellan. Probably two weeks will be spent at Buenos Aires, after which "The Exposition" will round the Horn and proceed northward along the west coast of South America to San Francisco. Show case rates will range from \$500 to \$1,200, according to the amount of space required. President Taft has ordered the co-operation of all the consuls in South and Central American Ports. The total expense of the project is estimated at about \$450,000. The American Manufacturers' Export Association are apparently intending

to follow the example of the Canadian Home Market Association, but with this difference: the latter have sent a "Made in Canada" exhibit through the country by rail; the former are sending a "Made in the United States" exhibit to visit other countries by water. Perhaps, when our Canadian manufacturers are less busy supplying the home market, they may also send a travelling island to foreign lands in search of trade.

Tractor Contests in Europe.

A well-known tractor expert, Mr. L. W. Ellis, commenting on Tractor Contests abroad, describes, in a most interesting manner, various types of continental machines. He says:

Motor contests in England, France, Belgium and Italy, none of them, however, on as grand a scale as the one held annually at Winnipeg, have brought out a great deal of new and enlightening data on the performance of foreign machines. Not only this, but the continental custom of thoroughly writing up every new machine found on the ground at the large agricultural shows, has made it possible for us here, to follow the progress

that is being made abroad. France has been rather the center of this movement and the pictures of the machines shown there recently can be taken as representing the latest word in this particular field of engineering.

The last important motor trials were held at Chelles, France, in March, on soft clay soil, plowing being the only test. One French, one Austrian, and two American machines finished. The French tractor, the Le-febvre, gave an excellent demonstration of the value of the endless chain as a traction mechanism for such conditions. This tractor embodies the round wheel of the ordinary traction engine with an auxiliary endless chain similar to the "Caterpillar" used by one of the leading firms in this country.

This tread, however, is arranged so as to be elevated out of, or dropped into, commission as the occasion demands, and in this case its tractive efficiency was effectively demonstrated. In traveling on hard roads this chain is lifted, so that the excessive wear which has usually been charged against this construction is greatly reduced. The Le-febvre machine was one of the

most successful at the trials mentioned, and if second hand impressions are of value it is one of the most promising in the entire field, yet it is not a small tractor in the sense of pulling only one or two plows. With its double cost in traction mechanism it must have at least its present capacity of five plows in order to offset price by operating economy.

The Cactus Thorn.

The cactus thorn is now being utilized in a commercial way, as a phonograph needle, and it is possible that an industry of considerable importance in this commodity may be built up in the State of Arizona, where the cactus thrives.

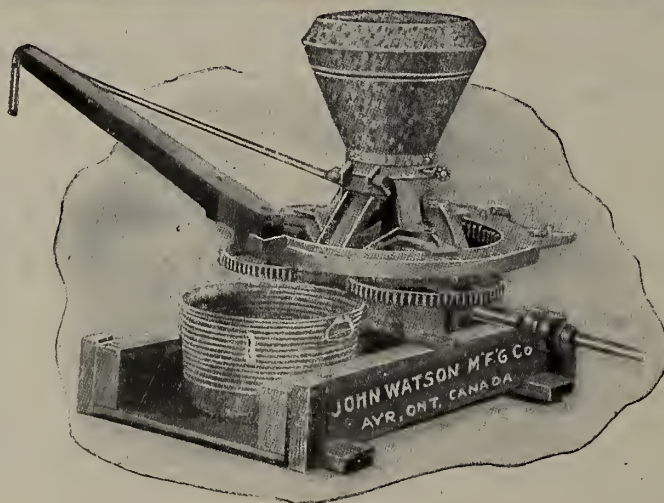
It is claimed for the cactus thorn that it in many ways is superior to steel for this purpose, the records being reproduced without harshness, and lasting much longer than when operated with the steel needle previously used.

Large shipments are being made daily of cactus thorns to Eastern cities, and it is stated that a factory to manufacture needles is now in operation in Phoenix.

He who would eat the fruit must first water the growing seed.

No. 15 Ideal Feed Mill

This mill has sweep power attachment and gives great results on small outlay. Simple, strong, rapid, ideal for farmer, stockman and dairyman.



SEVEN SIZES AND STYLES OF POWER AND HAND - Feed Cutters



"Excelsior Junior," a handy machine for those who have no power. Chain drive, very strong and durable. Friction reduced to a minimum. Runs very light and rapidly. Pulley can be easily attached for use with wind or horse power. Cuts from $\frac{1}{4}$ to $\frac{1}{2}$ ton per hour.

You Can Sell Feed Cutters and Grinders

Because they appeal to intelligent farmers. They are an economy and a necessity where there is stock to feed.

OUR LINE INCLUDES

- | | |
|------------------------|-----------------------------|
| Pulverizers | |
| Boss Wood Harrows | |
| Boss Steel Harrows | |
| Channel Steel Harrows | |
| Harrow Carts | |
| Wheel Barrows | |
| Warehouse Trucks | |
| Heider Eveners | Wood and Pole Saws |
| (All sizes). | Farm and Bush Sleighs |
| Light Delivery Sleighs | Feed Cutters (seven styles) |
| Grain Grinders | Roller Crushers |
| Root Pulpers | Whiffletrees |
| Horse Powers | Bevel Jacks |

John Watson Mfg. Co.
LIMITED

Chambers and Henry Streets, WINNIPEG.

Do You Use Your Town Paper?

How many dealers can honestly answer that question, and of those who do use the local paper as an advertising organ, how many use their space to the best advantage. It is not necessary to say, at this late date, that the dealer who advertises most sells the most goods at the best profit, and what better way can a dealer advertise than to use space in the local paper that has the largest circulation among the farmers in his territory. Many dealers are niggardly in this respect. If ever a man hid his light under a bushel it is the man who does not use plenty of space for his advertisement. Don't mourn over the half page rate when the long-suffering editor tells you the price. It will usually pay for itself many times over. The hardest thing on God's green earth is to make some men see the sense in spending money to ultimately bring it back increased a thousand fold. They can understand sowing wheat and planting potatoes, but their intellect can't grasp the analogy in paying for decent advertising space so as to reap decent returns. If what

you want to say is worth saying at all, give it a show. The best written advertisement on earth has no chance as a money-getter if it is produced in small print, in restricted space in a remote corner of the newspaper. Give your advertisement space, let it stand out and catch the eye, let it be easily read and comprehended. There is no excuse in these days for the dealer who says that he can get no illustrations for his advertisements, for the vast majority of manufacturers are only too glad to send you cuts of the implements that they sell you. Let them know that you want the cuts for newspaper work and they will send the most suitable kind for that purpose. Some manufacturers will supply you with solid advertisements to which you need only attach your name and address. You won't need to be an analyst of human nature to tell that if you advertise well with your local paper the publisher will always be dependable to give you a boost regarding your business, and to help you, if need be, with the compilation and composition of your ad. Ob-

viously the home town editor is the man to keep on the right side of—the man to cultivate the acquaintance of. When you read an article in Canadian Farm Implements that should be of interest to farmers in your district you will find that the editor of the paper is quite willing to take it from you for reproduction. All over western Canada in every little town you will get men who condemn the local paper as being "a rag" and as being no good. Sometimes this is the fault of the editor but, alas, more often the fault of lack of energy and grit on part of the local trades people. A local paper cannot exist indefinitely without advertisements, and the reason that the paper does not grow is because those who do not advertise are pleased to sit and jeer as it metaphorically starves to death. Quit it! Your town needs a local paper and you should help support it; it will pay you to do so.

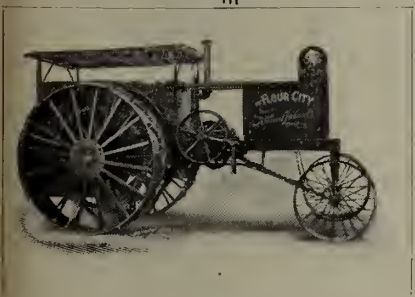
Insincerity has taken a few orders, but insincerity never held a job long. I admire a sincere man, and so do you. I hate the jollier. It is your friend who criticises you and your enemy who flatters you.

A capable man invites criticism.

Where East Meets West.

A well-defined impression among American and Canadian exporters seems to be that North America has the advantage of Europe in transportation and communication with China and the Far East. At one time this was the case, but the advent of the Trans-Siberian railway has revolutionized the situation, and so far as mail and express communication is concerned, Europe has now an immense advantage over North America, in relation to either North or South China or Japan. Taking goods from Eastern Canada or the United States, these must be taken overland to the Pacific at great expense, or taken to the Atlantic coast and shipped by way of Suez. With regard to freight connections the Pacific coast and the average European port have about the same advantages with respect to the coast of China trade. Mail from Paris and London arrives in Hongkong, via the Suez canal, in substantially the same time it does from New York, Washington or Ottawa, usually on average of 32 days.

About once monthly the mail reaches Hongkong in about 27 to 28 days from New York by



Our New Winnipeg Warehouse, corner Arlington and Logan.

Mr. DEALER:

As we are now comfortably housed in our splendid new Warehouse, corner Arlington and Logan, at the end of the new Arlington Street Bridge, which goes almost to the Exhibition gates, we invite you to

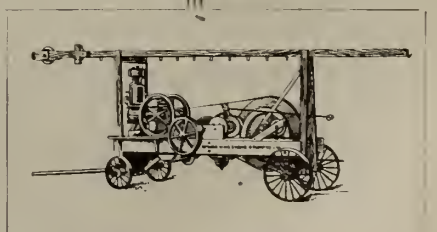
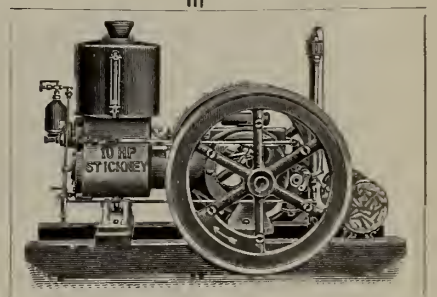
Make Our Office Your Head Quarters

while attending the Exhibition. We will be glad to have you call and look over our splendid line of goods as well as looking up our exhibit on the grounds.

Our line consists of Windmills, Pumps, Tanks, Stickney and Chapman Gasoline Engines, Flour City Gas Tractors, Chapman, Climax, Dempster and Howell Well Drilling and Boring Machinery, Aylmer Standard and Pitless Scales and Pumps.

Out of the above line Dealers everywhere make BIG MONEY.

ONTARIO WIND ENGINE & PUMP CO., LIMITED, Winnipeg, Calgary, Toronto, Montreal.



way of Canada's subsidized mail line.

At present not only has Europe the advantage of the United States in mail communication to China and Japan, but the United States itself, with the sole exception of the Canadian service referred to and excepting only Pacific-coast letters mailed on sailing days, can send mail more quickly and more directly by way of Siberia to Hongkong than by trans-Pacific steamer, and, of course, all the Chinese and Japanese cities to the north of Hongkong have all the more advantage in mail connection with Europe by the Siberian route, besides having the added Hongkong to London or Paris, or other European points, three times per week in 16 to 17 days. The added time for connections and a trip across the North Atlantic to the United States still brings the transit period within that taken by the trans-Pacific route, besides having the added advantage of much more frequent service.

Probably nine-tenths of the originals of letters from Hongkong and East China business men to the Eastern States or Canada go via Siberia, the seconds going by the slower trans-Pacific route, while leading

American firms in the Eastern states dealing with China also send their mail by the same route. The 7,443 miles from London to Vladivostok is covered regularly in eleven days. The journey from London to Japan by through trains, with complete sleeping and dining cars, is made ordinarily in fourteen days and less. The trip from Peking to London is made in twelve days. The trip from London to Shanghai is usually made in fourteen days, and from London to Hongkong in about seventeen days. The trips in the opposite direction are practically upon the same schedule.

Opportunity.

"Opportunity," says Mr. Dooley, "knocks at iv'ry man's dure wanst. On some men's dures it hammers till it breaks down th' dure, an' then it goes in an' wakes him up if he's asleep, an' after-wards it worruks f'r him as a nightwatchman. On some men's dures it knocks an' runs away, an' on th' dures iv some other men it knocks an' whin they come out it hits them over th' head with an axe. But iv'rywan has an opportunity."

U. S. Farm Wagon Manufacturers Meet.

The Farm Wagon Department of the National Implement and Vehicle Association met in the Chicago office of that organization recently, and there was present, concerns representing approximately 75 per cent. of the Farm Wagon output of the country. Conditions in their line seemed to have made it imperative to hold such a meeting, and all phases of the situation concerning the materials, manufacture and selling were considered.

While it seems proverbial that such meetings as this heretofore have generally resulted in a showing of facts which impelled the manufacturers to advance their prices, such will not be the immediate result of this meeting, for while undoubtedly the present selling prices obtained by manufacturers, jobbers and retailers of farm wagons do not pay a fair profit on the investment, the more serious consideration given at this meeting was to the problems confronting them as to their supply of wood materials.

The farm wagon is the most important of farm equipment lines, which has not changed in material requirements during this age of iron and steel, consequently every change affecting the cutting and manufacture of hard-woods is of serious importance to the wagon manufacturer. Owing to the severity of the past winter and the floods which followed in the spring, a very large portion of timber country has been under water for several months, and much of it will not be in condition to log for some time to come. The stocks of material at the mills last winter were small, and as the wagon manufacturer must replace this dry stock as he uses it with green to season, the predicament he finds himself in at this time is readily understood.

The farm wagon trade for several years has been less than normal, yet the wearing out process as to the wagons in use has been going on, and with good crops this present year, it is not at all improbable that difficulty will be experienced in securing prompt shipments, for the stocks in the hands of the retailers, generally speaking, throughout the country, are smaller than for many years. It is not unlikely that many manufacturers will be forced, at no distant date, to advance their prices, in fact, there is little question but that this Fall will see the limit of wagons

at present prices and next year much higher ones.

This information is not given to stimulate the early placing of orders by the retail dealer, but simply to acquaint him with these conditions in manufacturing, which will be valuable for him to know in gauging his requirements and the placing of his orders, whether he determines to do it early or late. The indifference shown by the dealer at times toward this very necessary transportation vehicle, gained undoubtedly from the impression prevalent a few years ago, that there was no profit to be made in wagons, is fast passing, for it is being realized that almost every pound or bushel of crop must be hauled some distance in a vehicle of this kind, and as it is an absolute necessity to farm equipment and a legitimate item in the stock of an implement and vehicle dealer. The most progressive dealers have been readjusting the situation in their localities by figuring their costs of doing business and adding to the price of the wagon in addition to their costs a fair margin of profit.

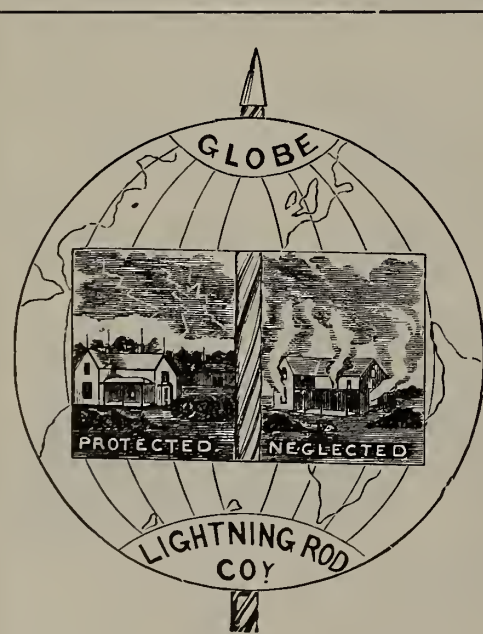
The life of a farm wagon as now constructed is three times as great as it was twenty years ago, but its cost to the consumer has not increased, generally speaking, 25 per cent. in the same period, notwithstanding the vast increase in the cost of production. From point of service and durability there is no item in the equipment of a farm which costs less, and no real merchant should hesitate to sell his wagons at a profitable price, nor should he make any apologies for so doing.

The Farmer of Today.

The following extracts from an address by D. J. Taylor at the Convention of Advertising Men at Dallas, Texas, should instil a few new thoughts into the brain of the dealer when he considers the farmer and his business relationship towards the implement trade. Mr. Taylor says:

"On the farm, poverty is now reduced to a minimum. The farm country has no slums, no tenements, no cliff-dwellers, no weight of filth and squalor—it has no bread line. The farmer is a ready buyer of the things that are of real value.

"The only difference between him and thousands upon thousands of city people is that the city people live up to and beyond their means, while the farmer,



Wanted

**LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.**

**The Oldest Established
Business of this kind
in Canada**

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited

(Successors)

HAMILTON

ONTARIO

though he pays out his money willingly for the beneficial things of life, stops this side of the safety line.

"Enthusiastic writers of a romantic disposition have pictured farmers today as being God's noblemen in the rough. They tell of their tremendous prosperity with their bins and cribs bursting with golden grain—of the country banks overflowing with their money. And to some advertisers it looks like 'easy picking.'

"Another class of writers believe that the farmer is still a rube—a clod hopper, a hayseed, a yokel—has no money to spend, and would not know how to spend it if he had—that he is still a good subject for the green goods and gold brick man and the lightning rod shark.

"Both are wrong.

"The farmer of today is a careful, conservative, sane businessman farmer. He is enjoying better prosperity than he ever enjoyed before—the price of his land has rapidly advanced—and the prices of his farm products are high.

"The farmer of today has come into his own—he has found out how to manufacture and sell at a profit. He has got the prices of his own products up to where he can farm at a profit, and he is going to keep them up. That is one of the reasons why the cost of living is up—and why it is going to stay up.

"Traction lines, rural free delivery, better roads, automobiles, improved machinery, better educational facilities—and last and greatest of all—the influence of the farm papers of the country—have brought about this change.

"Advertisers say, 'Tell me how to reach the farmer.' Well, here's one way: Go out and make a specialty of it. Take an automobile and tour half a dozen states, and talk with him on his own battleground, where he fights in hard work for the profits of his business.

"Get his mental viewpoints—find out what he reads; what his requirements are; what he buys—then, if you have an article that the farmer wants, run a very careful, honest, advertising campaign in the leading farm journals covering the territory you can profitably reach and keep it up. The farmer is the greatest buyer in the world—of goods that he knows about—manufactured by a maker that he knows—and the one great, best, quickest and cheapest way to introduce your goods and your wants

to the farmer is through the great agricultural press.

"Remember, Mr. Farmer is a shrewd buyer. He wants one hundred cents' worth for every dollar he spends. He dearly loves to get a little the best of the bargain. Perhaps you have heard the story of the farmer who bought a worn-out nag at a country sale for \$18.00.

"He took him home, put him in a stall and offered him a pint of oats. The nag wouldn't eat. Then he offered him a pail of water. The nag wouldn't drink. Mr. Farmer backed him up, sized up the nag and said, 'Gol darn ye! You are just the horse I've been looking for—if you'll only work.'"

The way of the transgressor is hard—on his family.

The Value of Association Membership.

The following are some extracts from a circular sent to the retail implement dealers of Michigan by F. M. Witbeck, the secretary of their Association. It cites several cases and contains a good line in argument for the benefits which accrue from cohesion, on the part of the ranks of the retail implement dealers. Among other remarks he says:

"Do you expect as a retail dealer to get more out of your business than you put into it?

"Do you, who claim to be business men, expect that you should bring returns from an investment unless you at first made an investment?

"When you pay some agent \$20, \$40, \$60 or \$100 for a piece

of paper filled with conditions with two or three signatures on and called an insurance policy, what do you get? Nothing of value, do you, unless you have a conflagration, sickness or death, according to the policy carried? What do you pay for? Why, protection. But do you get it unless you do something on your part aside from paying the premiums? Let us look over one of your fire policies and note what you must do, viz: Keep a correct inventory of the stock carried. Must not carry over certain amount of explosives or combustibles in said building and must use diligent care in protecting your property from extra hazards. And why? To protect others as well as yourself that the chance of loss may be reduced to a minimum.



The Biggest Success in a Gas Tractor and Plow ever built.

No other outfit on the market is making such a Success as the Avery Gas Tractor and "Self-lift Plow."

No other outfit has such improved features. It's no wonder Farmers are buying them so fast. They're just the thing a whole lot of men have been looking for.

A LIGHT WEIGHT TRACTOR. That's what they all want and that's what the Avery Tractor is. Weighs only about 11,000 pounds. Doesn't pack the ground, doesn't waste fuel moving useless dead weight, and gets into the field quicker after a rain or in the spring. And so simple anyone can run it. Least gears of any. No fan. Only one clutch.

And the AVERY "SELF-LIFT" PLOW HAS EVERYTHING IN THE HAND LIFT ENGINE PLOWS BEATEN CLEAR OFF THE BOARDS. They're entirely outclassed. It almost runs itself. No plowman needed. Pays for itself in a short time by saving the wages and board of the extra man. And think of all the hard backbreaking work of lifting and lowering plows by hand levers at the end of each furrow, that's all done away with. Pull a cord—so easy. That's all there is to do.

GET ALL THE FACTS ABOUT THE WONDERFUL AVERY GAS TRACTOR AND "SELF LIFT" PLOW OUTFIT.

It's a real winner. Hundreds already sold this spring. Farmers tickled to death and dealers making good money selling them. They're selling like hot cakes. Get your application in for territory.

Manufactured by AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives—

HAUG BROTHERS & NELLERMÖE CO., LTD., WINNIPEG

Distributing Warehouses: Regina, Calgary

The \$3.00 per year cost of a membership of our association, pays for protection, but there are other conditions attached like your fire policy that you must comply with if you get the protection you pay for. You must drop selfishness and avariciousness, have confidence in your fellow men, make some self-sacrifice and work for co-operation with your neighbors that all may be protected by the power of association.

"Now let us review some of the benefits that others have had through the power of association. One of our members who had paid his dues for some years and had for some years sold a certain make of separators, under a guarantee as to workmanship and material for five years, wrote us that many of the bowls of same had rusted out, some of which had been out only six months, and that he had taken

same up with the makers and they refused to replace same. Let us say, by being a member of the association and the power of association, these bowls were replaced without cost to the dealer and we now have his letter on file stating that this matter had been settled entirely satisfactorily to him and his customers.

"In another case a dealer was paid nearly \$1,000 for goods left on his hands on changing an agency.

"Another case where the manufacturer had made arrangements to make disposition of goods on hand upon changing agencies.

"Another case where a member some years ago dropped out because the association could not at that time regulate some local conditions, but who afterward came back and is one of our most loyal members today, his saving alone amounting to \$43 last year. Many others are doing as much or more. Why not you?"

The Protection of British Trade Marks.

This question is much wider, and of more importance than

many people realize, for there exists a huge substitution of goods on the markets of the world that were never made in England. Sheffield is a name peculiarly valuable as a community name, and in recent investigations by the trades societies of Sheffield it was found that many other towns in England are deeply affected. The Chamber of Commerce in Paris is more than active in following up the substitution of fraudulent foreign-made goods sold as English goods, and they have unearthed many cases in Southern and Western Europe. English trade owes a great debt to this body for their prompt dealings with this type of infringement. In Paris huge quantities of "English" made needles are sold which have never seen England.

In Vienna it is possible to find straw hats marked "London" that never came from London, and Belfast knew to its cost how many cotton goods went out with "Shamrocks" on them that were sold as best Irish linen. The evil is exceedingly widespread. For instance, they knew in Sheffield that files which were sold in northern Italy were nearly all of German manufacture. Those files, instead of having centimeters on them, were labeled in inches, and were described as "flat," "bastard," and "half round" in English words. That is an evil which is inflicting a grievous injury upon British commerce. It injures that country in more than one way, because it not only robs it of orders, but goods not intended to be sold under the name of the man who produces them are not usually of very high quality, and the kind of article gotten up for a fraud is generally a discredit

to the people who are supposed to father it. Therefore they tend to a diversion of trade by the undermining of the reputation of English goods in the markets of the world.

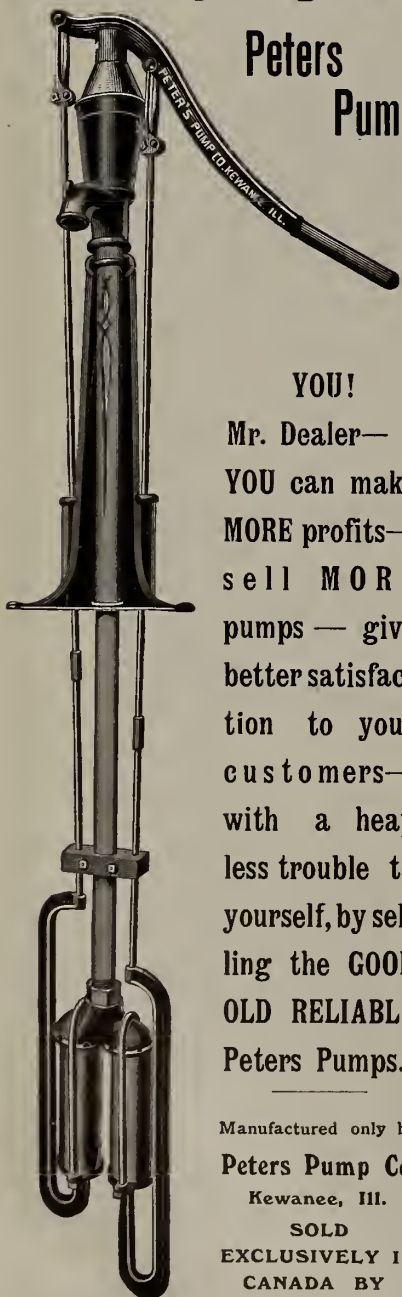
An Egyptian Drainage Scheme.

One of the most costly and comprehensive drainage projects for the reclamation of lands ever undertaken by any government has just been begun by the Egyptian government to make cultivatable one million acres of fertile land on the delta of the Nile in Lower Egypt. The reclamation of these lands will necessitate an expenditure approaching \$15,000,000 for drainage alone and approximately a like amount for irrigation. The work as planned will require over four years to complete. The principal object is to redeem a tract of unproductive land and to bring a fertile, but at present worthless, region of the delta under cotton cultivation. It is roughly estimated that the increase in the value of the land when improved and reclaimed will be \$100,000,000. The land to be reclaimed is 90 per cent. government owned.

Lake Mariout—an ancient historical site, will be drained, its 35,000 acres of surface disappearing forever, giving place to fertile, cotton-producing fields. The West Behera district will be carried on at the same time, making a total of 480,000 acres to be drained, of which only some 300,000 acres can at present be classed as under cultivation. The latter acreage is at present poor in producing qualities, and it is the theory of the government that when properly drained it will equal for cotton growing purposes the best of the delta. The remainder is unfit for cultivation of any kind, and comprises the 35,000 acres of Lake Mariout, its arm, Lake Mallaha, and the low swampy land bordering on these lakes. All the territory covered by the Behera project is that which is now drained into Lake Mariout, which in turn is kept three meters (9.84 feet) below sea level by pumps at the station at Mex, just west of Alexandria. Lake Mariout is separated from the Mediterranean sea by a narrow strip of land and is approximately one meter (3.28 feet) deep. Twelve high-speed centrifugal pumps will be installed at the Mex pumping station and these will drain the lake and keep the subsoil water to a depth of 5.6 meters below sea

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

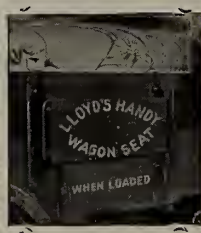
Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA, MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

level. Each of these pumps is of 1,000 brake horse power and has a lift of six meters.

The western portion of the project contemplates the draining of a huge acreage one half of which is at present unfit for cultivation of any kind, and the other half only produces a little rice. All the land in this section is above water and the drainage channels will convey the water down deep drains to Khassa, where it is pumped into Lake Borollos, an arm of the Mediterranean. The pumps used in this section will be of the slow speed turbine type, having a lift of 2.5 meters (8.2 feet). It is planned to install 15 such pumps of 350 h. p. each, possibly operated by steam, which is considered most satisfactory for slow speed.

The scope of the work in both districts includes the remodeling of all existing drains and the construction of new trunk drains leading to the pumping stations. All drains will be at a uniform depth of six meters; the new ones to be constructed to that depth and existing drains to be lowered three meters below their present level. The layout of the drainage system when finished will insure that no individual plot of land is more than two kilometers ($1\frac{1}{4}$ miles) away from a public state-maintained drain; and it will further insure that the water surface in such drains will always be at least 1.5 meters (5 feet) below the adjacent cultivable land.

Help!

Advertising in its history has had to stand for a whole lot, but at no time has it ever been attacked in so weird and fearful a manner as when William McComb recently gave an address to the Advertising men of Detroit. According to reports William opened the first round by this series of literary punches:

"It is no far reach to extend pragmatic philosophy so that it reaches to that which lies beyond the field of pure metaphysics and psychology and into the common and mundane affairs of everyday existence." The slaughter wrought by this gem of oratory was fearful. Strong men wept and weak men fainted. The groans of the injured covered the noise made by survivors trying to escape. The line of listeners wavered, but slowly regained their formation to withstand the second spasm:

"Pythagora's maxim that 'man is the measure of all things'

spells our subject tonight—the obviously worth while. That is, that the effort to be worth while must be measured by man and subject to the conflicting influences that affect the minds of men. Being human and with human physical attributes we are having our mental conclusions shaped and molded unknowingly for us. That which then, treating man's mind objectively, is obviously worth while must be the act or effort that will be least influenced in the mental operations of the recipients. I think that now we have laid a foundation of philosophy in advertising or in fact any selling."

All was lost!

Those who had clung to the last thread of hope moaned and sunk into inert heaps of humanity. When the smoke lifted

what a mute testimony was there to the awful ravages of pragmatic philosophy — those who had been the pride of their city—the Detroit Advertising men. In a far corner sat an ancient advertising man. The light of reason had gone from his eyes and he drooled and gibbered. Insanity was in his every movement. He sat clutching his skinny throat with wild and trembling hands as he repeated over and over those fateful words of Sherman:

"War is Hell!"

Oh William, William why did you do it? We know that it is the Pythagorean platitude of a subconscious psychological personality, logically bearing on the abstruse phenomenae of ratiocinative physco-physiological inertia—but what, oh what does it all mean?

Divorce for Cause.

Old Mammy Mary Persimmons called one day on the village lawyer.

"Well, old lady," he said, "what can I do for you?"

"Ah wants toh divo'ce ma husband," said Aunt Mary.

"Divorce your Uncle Bill?" cried the lawyer. "Good gracious, why?"

"Bekase he's done got religion, dat's why," said Aunt Mary; "an' we ain't had a chicken on de table fo' six weeks."

Ice Tester.

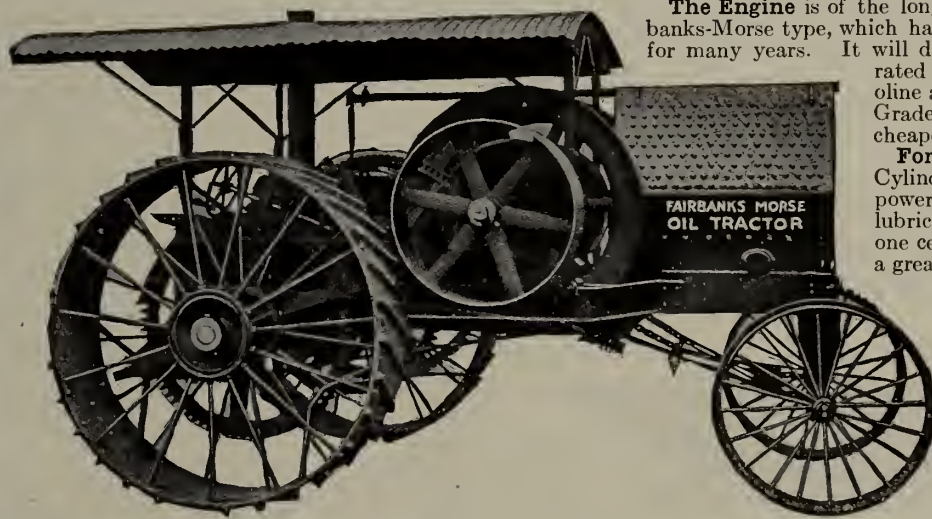
"And does this fat little boy belong in your crowd?"

"No'm; we just use him to try the ice with before we go skatin'."

Fairbanks-Morse Oil Tractors

Have 33 Years' Building Experience Back of Them

Operate equally well on Gasoline, Kerosene or Fuel Oils



The Engine is of the long-stroke, slow-speed Fairbanks-Morse type, which has been known to farmers for many years. It will develop more than its full rated power, not only on Gasoline and Kerosene, but on Low Grade Oils, which are much cheaper.

Force Feed Lubrication. Cylinder, piston pin and all power transmission gears are lubricated by force feed from one central lubricator. This is a great long life feature.

Double Brakes. Brakes are placed on the differential shaft for stopping the tractor, and also on the belt pulley for quickly stopping any belt-driven machine.

Single Lever Control. Forward gear, reverse gear and clutch are all operated by a

single lever. Stripping of gears is absolutely impossible, because only one set of gears can be thrown in at one time and the clutch cannot be run in unless the gears are properly in mesh. Anybody with tractor experience will appreciate this safety device. A patented and strongly protected feature.

Guarantee. Fairbanks-Morse Oil Tractors are guaranteed. With this Company's record of nearly half a century of fair dealing, our guarantee affords protection to buyers that is worth much.

There are many other features of advantage in Fairbanks-Morse Oil Tractors besides those given here. Dealers open to make a contract, write us.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line, gets compliments instead of complaints."

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co.,

LIMITED

WINNIPEG

SASKATOON

CALGARY

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

U. S. National Implement and Vehicle Association.

Department Elections.

The above association has recently subdivided itself into a number of separate organizations, each organization being for the purpose of affording the line it represents an individual department to give its attention to the specific needs, and to supply any information necessary for the benefit of that line. These separate departments will operate within and will receive all the benefits of the General Association, while working principally for the welfare of their particular brand of the trade. In the recent departmental elections the following departments were created and officials appointed and several of these departments have already held meetings.

THE GRAIN DRILL AND SEEDER DEPARTMENT.

President, Mr. W. S. Thomas, Thomas Mfg. Co., Springfield, Ohio; vice-president, Mr. C. A. Pattison, Peoria Drill & Seeder Co., Peoria, Illinois; sec'y-treas., Mr. C. L. Fowle, Dowagiac Drill Co., Dowagiac, Michigan.

Executive committee, Mr. F. C. Johnson, Am. Seeding Machine Co., Springfield, Ohio; Mr. F. H. Claussen, Van Brunt Mfg. Co., Horicon, Wisconsin; Mr. H. J.

Hirshheimer, La Crosse Plow Co., La Crosse, Wisconsin.

THE PLOW AND TILLAGE IMPLEMENT DEPARTMENT.

President, Mr. A. B. McLean, Roderick Lean Mfg. Co., Mansfield, Ohio; vice-president, Mr. C. B. Allyn, Madison Plow Co., Madison, Wisconsin; sec'y-treas., Mr. J. D. White, Emerson-Brantingham Co., Rockford, Illinois.

Directors, Mr. Wm. Butterworth, Deere & Co., Moline, Illinois; Mr. A. J. Brosseau, Gale Mfg. Co., Albion, Michigan.

THE FARM WAGON DEPARTMENT.

President, Mr. Geo. R. James, James & Graham Wagon Co., Memphis, Tennessee; vice-president, Mr. G. A. Geiger, Troy Wagon Works, Troy, Ohio; sec'y-treas., Mr. Walter Schuttler, Peter Schuttler Co., Chicago.

Directors, H. M. Kinney, Winona Wagon Co., Winona, Minnesota; Mr. E. E. Parsonage, Moline Wagon Company, Moline, Illinois.

THE SALES MANAGERS' DEPARTMENT.

President, Mr. E. A. Hatfield, Bain Wagon Company, Kenosha, Wisconsin; vice-president, Mr.

W. L. Day, Mitchell-Lewis Motor Co., Racine, Wisconsin; sec'y-treas., Mr. W. E. Copenhaver, Bauer Bros. Co., Springfield, Ohio.

Executive committee, Mr. R. B. Lourie, Deere & Co., Moline, Illinois; Mr. W. F. Papo, International Harvester Co., Chicago, Illinois.

These departments hold as many meetings during the year as their members may deem wise, bringing together those in active control or the discussion and consideration of their common problems, the benefits of acquaintance with competitors, the straightening out of misunderstandings arising from erroneous reports and the talking over in a friendly way of matters not usually reached by correspondence is of incalculable value.

The plan is simple practical co-operation, worked out in a manner to fit the various lines.

All correspondence to and from the Department is usually conducted through the General Offices of the Association.

The recent meetings of the above named departments have been of the greatest benefit to the manufacturers attending them in the assistance given them in determining their trade policy for the coming season.

These departments are in no sense meetings for agreements in any form, but simply clearing houses for information and the interchange of opinion, and they are rapidly being taken advantage of by the live progressive manufacturers in these lines.

The Book of the "Big Four."

We have just received from the Gas Traction Co., of Minneapolis, a copy of a new book which they have issued, named "The 'Why' of the Big Four '30'." This book is especially published by the above company to fill the need of the modern farmer of the western agricultural world, and handles the subject in a comprehensive and lucid manner. It is especially directed to the Gas Tractioneer, dealing with the principles of the internal combustion motor, the principles of engine construction, with a further section on the care of combustion engines in general. As a practical treatise the book covers a wide field of mechanical thought and study. Possessing numerous illustrations, it has the further recommendation, from a farmer's point of view, that the drawings and

diagrams are simply and plainly outlined, inflicting no difficulty of comprehension on the non-engineering intellect. A full series of photographic reproductions show the different machine shops and erecting shops where the Big Four "30" is in process of construction. One section gives an excellent and clear diagrammatic series of the operations involved in the action of both two-cycle and four-cycle engines. The mathematical theories underlying internal combustion engines are simply explained, devoid of abstruse trigonometrical formulae and figures confusing to the ordinary mind. As a general text book covering the field of construction of internal combustion engines, also their possibilities and care, the treatise is an adjunct that should prove of interest and value to either dealer or farmer. A great deal of unnecessary mystification exists in the mind of many regarding the action of the gas engine. Such an intellectual mist can be eliminated by an expensive course of correspondence instruction, or by attending engineering classes, both of which are scarcely suitable either for dealer or farmer. If "The 'Why' of the Big Four '30'," be carefully read and studied the reader will possess an extended engineering knowledge, not alone regarding this particular tractor, but regarding any type of gas tractor, which will be of undoubted benefit to him in his business. The book will be mailed post paid to any address in Canada on receipt of an order for one dollar. It can be procured from the publishers, the Gas Traction Company, Minneapolis, Minn.

Changing Over Tires.

It has been found that tires on one side of a motor car are subjected to more severe usage than those on the other. The reason given for this is that the tires come in contact with ruts and rough spots in the road whenever the car is turned out to pass other vehicles, and also that the sides of the tires often run against curb stones when the car is brought to a stop. It is for this reason that a prominent tire concern advises purchasers of their tires to change them from one side of the car to the other every little while. Good results will also follow the changing of tires from front to back wheels and vice versa.



That it is lightest is the weightiest reason why you should own a Ford. Every added pound which an automobile carries above that which is needed for strength—means added expense and added danger. The Vanadium-built Ford is strongest for its weight.

Seventy-five thousand new Ford Model T's will go into service this season—a proof of their wonderful superiority. The price is \$775 for the roadster and \$850 for the five passenger touring car—complete with all equipment, f. o. b. Walkerville, Ontario. Catalogue from Ford Motor Company of Canada, Limited, Walkerville, Ont., Can.



Exceptional Opportunities



The Three Big Manufacturing Plants

M. Rumely Co.

{ RICHMOND, IND.
BATTLE CREEK, MICH.
LaPORTE, IND.

that provide ample facilities for the manufacture of our *Three Famous Lines of Power-Farming Machinery*, and our own great distributing organization are widely known because of liberal use of advertising space in the Thresher papers and other good mediums.

That \$100,000 advertising campaign in farm papers, that is now reaching 6,000,000 readers, keeps our time, labor and fuel saving engines constantly before power users.

We supply our Dealers with selling literature that really makes sales, and are ready at all times, to co-operate with them. We will furnish plated ads for your local papers, or write special ones for special occasions.

Rumely One-Price Policy

The policy that originated with the sale of the first *Oil Pull* Tractor is the ideal at which we aim in the sale of all Rumely Products. With the help of our Dealers—high class men who have earned the respect and confidence of all who know them—we expect to put the farm machinery business on a higher plane where chronic price-cutting has been eliminated—a plane where *value*—not price—is the first consideration.

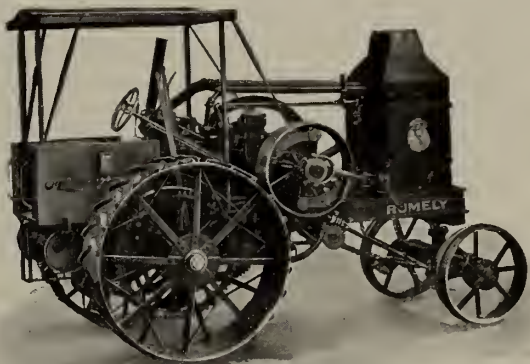
Selling *Oil Pull* Tractors, *OILTURN Motors* and *Falk Stationary* and *Portable Kerosene Engines* is easy—they are in a class by themselves. Each successfully burns cheap kerosene or distillate at all loads, under all conditions. No other engines can possibly show the high efficiency of *Oil Pull* Tractors, *OILTURN Motors* and *Falk Stationary* and *Portable Kerosene Engines* because no others have the *Secor-Higgins* carbureter.

The demand for these engines has increased with great rapidity, as their simple design, durable construction and ability to use cheap fuel and to deliver steady, reliable power with the minimum of attention became known. There are a number of people in your locality who want these engines right now.

Rumely Dealers will find profit in handling supplies for all machinery. Write for our new Supplies Catalog.

We want every *Rumely* Dealer to receive our monthly House Publication, "Rumely Power, Seed and Soil," regularly. If you are a *Rumely* Dealer and have not received it, drop us a card.

If you are not a *Rumely* Dealer and would like to get "Rumely Power, Seed and Soil," and, incidentally, to tie up to our big profit-making advertising campaign—if you would like to benefit by the Rumely One-Price Policy—would like to grasp the opportunity of a life-time—let us hear from you. We shall be glad to send some one to make a contract.



Oil Pull All-Purpose Tractor



Falk Throttling-Governor Portable Engine

Rumely Products Co. [Inc.]

1471 Dufferin Ave.,

WINNIPEG, MAN.

Points in Price Cutting.

As we have often said before there is no more short-sighted policy than that of the dealer who cuts prices in order to make trade. When he winks his eye at a prospective binder purchaser and tells him that he can have a hundred pounds of twine along with the machine—isn't that merely a form of price-cutting? The dealer may have charged him the generally accepted retail price, but he has cut the price to just the extent of the value of a hundred pounds of twine. Tell a man that you will throw in a lap robe for good measure when he buys a new vehicle and you may make the sale thereby, but you have cheated yourself to the amount of the value of that robe. In an article in the Weekly Implement Trade Journal this point is taken in some very common phases that may exist in any western town.

The dealer who, out of the goodness of his heart (though probably from an over-anxiety to make a sale), gets into the habit of "throwing in" a little extra just for "good measure," will find that his measure of

profits at the end of the year have depreciated materially. For, once you get into the rut of adding a whip to the buggy or a wringer to the washing machine, you are in a most dangerous rut—one that may prove suicidal to you. Your customers will learn your weakness along this line all too soon and will expect you to add a little extra gift to every purchase they make. When you get to "treating" in this way there's no end to it. Why, your farmer friends will actually become so bold that they will come out openly and tell you (not ask you) to add this or that to the implement, and then will have the nerve to ask for six months' time. You are at their mercy then, and you are bound to acquiesce to their demands which they have come to consider as natural and right. Give the farmers more rope and they will "hang you."

A most-arrogant trick of some farmers is to go to a distant town, twelve miles or so away, when they might have gone to a much closer trading point, and impose upon a dealer by asking

for closer prices simply because they have come a great distance to buy of "You." The compliment pleases the dealer, and in his desire to hold this far-distant customer will make positive concessions in one manner or another—all of which may be termed as price-cutting. We heard a dealer say, "I make special prices 'on the quiet' to farmers who should trade over at —, and stick the boys close home." A most unjust form of discrimination which will not pay in the long run. The concessions which you make "on the quiet" will sooner or later result in much noise by your entire trade. As soon as you make a price to the farmer twelve miles out and hold up your half-mile neighbors, you are in a sad plight. For it seems proverbial that what you do secretly gains the most publicity, especially so if the deed borders on dishonesty. You can do business on the basis of giving dollar value for dollar received—no more and no less—and it is the sound and safe method to pursue.

It is easy to sell a man something he wants. The problem of the salesman is to make him want it.

A Cereal Map of Alberta.

The second edition of this map covering the crop areas for each township has just been issued by the Railway Lands Branch of the Department of the Interior, Ottawa. The efforts of the Department have been for years directed towards placing settlers on Dominion Lands in the West. The lands available for free homesteading from existing lines of transportation are now, however, approaching exhaustion, and a question of great interest at the present, and a question which will increase yearly is: "What is being done with the land." The Cereal map is an effort to answer this question. The aim of the map is to show graphically, and separately as to each, the areas under the four leading grains in correct proportion to each other and to the whole area. Circles in each township, drawn to scale, give at a glance the area under each grain and the colors show the variety of grain as follows: Red, spring wheat; dark red, winter wheat; green, oats; yellow, barley; blue, flax. An interesting feature of the map is the information with respect to the acreage throughout the Province which has been devoted to the production of fall wheat. The statistics of grain production for each grain—from the earliest records down to 1911, are given in a special table. All the usual information, re Grazing Leases, Post Offices, Railways, Topography, etc., is up-to-date in every way. The map may be obtained free of charge upon application to the Superintendent of Railway Lands, Department of the Interior, Ottawa.

Joe Gasser.

Said Old Joe Gasser as he spat
Behind the stove upon the mat,
And freshened with another chew
"I'll tell you what I'm bound to do:
From this day on I'll live as if
I floated in an oarless skiff,
Nor turn my hand to get an oar,
No matter if I go ashore.

"I've blistered all my fingers now
And wrinkles deep are in my brow,
Because of trials I have met
A-tryin' to some wealth beget.
If I plant corn, the winds so hot
Will come a-sizzling to the spot,
Or else the rains pour down each day
And floods wash everything away.

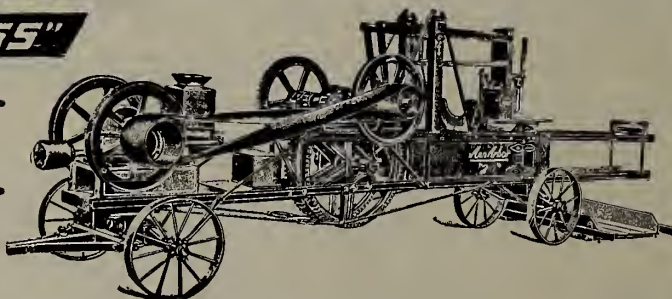
"I bought an incubator once
That proved I was a silly dunce:
The lamp went out for lack of oil
And caused them settin' eggs to spoil.
And when I tried the second batch,
It cooked 'em so they wouldn't hatch,
No more for me." Then down he sat
And spat and spat and spat and spat.

Ann Arbor 25 Years on the Market

"THE BALER FOR BUSINESS"

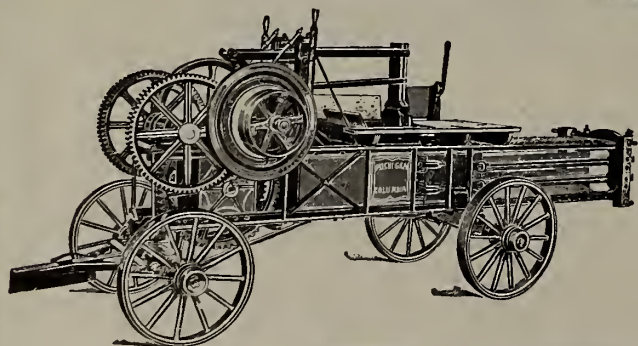
ANN ARBOR "35" for 6-10 H.P.
Capacity 20 to 35 Tons in 10 Hours

ANN ARBOR "20" for 3½-6 H.P.
Capacity 12 to 25 Tons in 10 Hours



ANN ARBOR "Columbia" for 10 to 16 H.P. Steam or Gasoline
Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"
2 Stroke—32 in. Feed Hole
Capacity 10 to 20 Tons in 10 Hours



Dealers, MEET us at the FAIR and secure large portion of Canada upon application.

PRICES MADE TO MEET COMPETITION

Ann Arbor Machine Co., ANN ARBOR, MICHIGAN U.S.A.
BOX 43

I H C Threshing Outfits Make Friends Everywhere

If you have a prospect for a new threshing outfit this season, and want to have that customer thoroughly satisfied with his purchase, sell him an I H C threshing outfit with a kerosene-gasoline tractor or portable oil engine.

The dealer who sells I H C threshing outfits is at no loss for examples of reliability and efficiency. There are thousands of I H C outfits in satisfactory use, making friends everywhere by their simplicity and economy of operation and by the thorough way in which their work is done.

The threshing machines we sell, make good. Of the tractors and engines too much cannot be said. Bear in mind also, that every engine sold means more sales of farm machines.

***A farmer who has power is going to use
it in every possible labor-saving manner***



Both you and your customer will be well satisfied with every sale of a 1912 I H C threshing outfit. See the blockman or write the nearest general agent for full information about kinds and sizes of threshing machines, tractors and engines.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

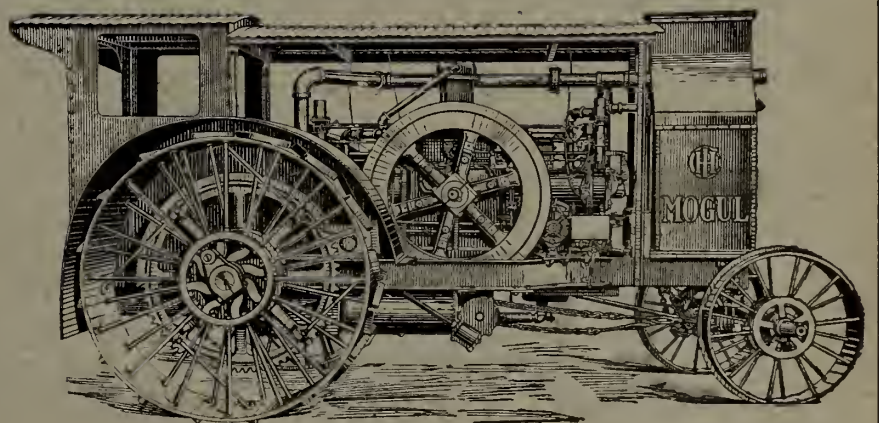
At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North
Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg,
Man.; Yorkton, Sask.

Each Sale of an I H C Tractor or Engine Means Two Profits to the Dealer

The money profit made on the sale of an I H C Tractor or Engine, no matter how satisfactory it may be, is less important to the dealer than the profit gained through the goodwill of his customer.

The sale of an I H C engine results in so many cases in sales of other machines to both the old and new customers that some dealers have told us that I H C engines are their best business-getters.

Each sale of an I H C engine or tractor boosts the whole farm machine business. When a farmer has dependable power on his farm, he buys other machines to utilize that power and lighten his own labor. When he has an I H C engine, and has proved it reliable, economical and in every way satisfactory, he returns to the dealer who sold him that engine for the other machines he needs.



Our advertising to farmers is arousing a wide interest in I H C engines. You should be getting the benefit of our activity along that line. **DO YOU KNOW WHAT WE CAN DO TO INCREASE YOUR ENGINE BUSINESS?** Ask the blockman, or write the nearest branch house for full information.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Lethbridge, Alta.; Calgary, Alta.; Saskatoon, Sask.; Weyburn, Sask.; Edmonton, Alta.;
North Battleford, Sask.; Regina, Sask.; Winnipeg, Man.; Yorkton, Sask.



CANADIAN FARM IMPLEMENTS

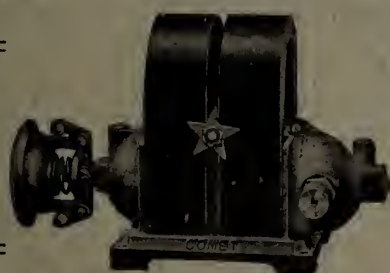
VOL. VIII., No. 8.

WINNIPEG, CANADA, AUGUST, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents

Your Gasoline Engine Requires Ignition of
Highest Efficiency and
Absolute Reliability

We
Have It



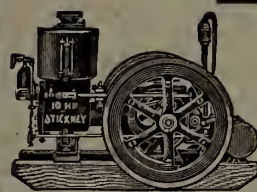
The
Comet

The simplest, most compact and powerful low tension direct current magneto made. Let us prove this statement to you by a 30 day trial on your engine.

Henrick's Novelty Co. 120 St. Paul Street,
INDIANAPOLIS, IND.

Stickney Gasoline Engines ARE THE BEST

M 9

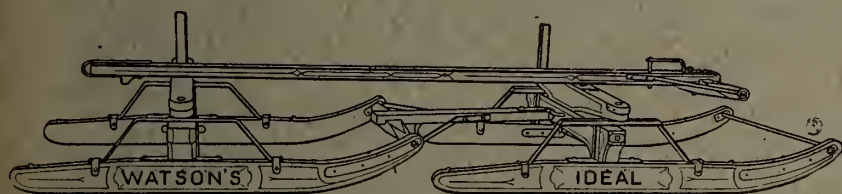


Stickney's Catechism

The Stickney Gasoline Engine excels all others in its outside igniter in which the spark can be seen, in its straight line valve motion, in its perfect cooling system, in its automatic mixer, in its ball-bearing governor and in the quality of its material and the accuracy of its workmanship. If you will furnish your prospective customers with Stickney's Catechism, a book describing 57 points of superiority of the Stickney Engine over all others, they will buy a Stickney Engine from you.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.
Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

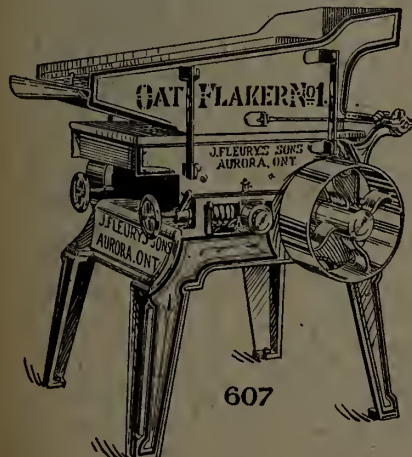
Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleights for One or Two Horses.
All Styles of Heider Eveners.

THE MOST PROFITABLE LINE YOU CAN HANDLE.
WRITE FOR FULL PARTICULARS AND TERMS.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG.



Oat Flaker, No. 1.

THIS MACHINE has two rollers 9½ in. diameter x 18 in. in length, with corrugations cut for "CRIMPING" or "FLAKING" oats. It is also provided with SCREENS for removing straw, stones, sand, dirt and other foreign matter. Designed for CUSTOM WORK.

Hamilton, May 1st, 1912.

"I enclose check covering cash payment on Oat Flaker.

I must say I am very highly pleased with this machine, and have had no trouble with it whatever. It cleans the oats and does its work very satisfactorily. In fact I consider it superior to any I have ever seen. It is all and more than you represent it to be."

(Signed) WILLIAM BARNES.

JOHN DEERE PLOW CO. LTD.

Sole Agents
WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.
Medals and Diplomas, World's Fairs,
Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumps.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.
Box 3006 WINNIPEG

Canadian Made I H C Wagons— Best For Canadian Roads

I H C wagons—the product of Canadian workmen—made to haul crops over Canadian roads—are the standard of all Canadian wagon values. The names Old Dominion, Hamilton, Chatham, and Petrolia represent the standard of wagon values to Canadian farmers.

To build wagons right requires a knowledge of road conditions. To sell wagons right requires judgment. You would not sell a light farm wagon for hauling wheat and flax over the average road, nor would you recommend a heavy road wagon for farm trucking. The I H C line includes well-built wagons of every description from the light one-horse farm wagon to the heavy three-deck grain wagon that will stand up on any road where horses can haul it. The completeness of the line makes it possible for you to sell the wagon best suited to your customer's needs.

A good way to build up a permanent, profitable wagon business is to study your customers' conditions, decide on the I H C wagon that best meets those conditions, and sell it to him. Full information regarding the complete I H C wagon line will be sent from the nearest branch house. A letter or post card will bring it.



WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

The Name Tells a
True Story.

SUPERIOR

The Name Tells a
True Story.

Disc Harrow and Cultivator on Wheels.

Perfect Cultivation.

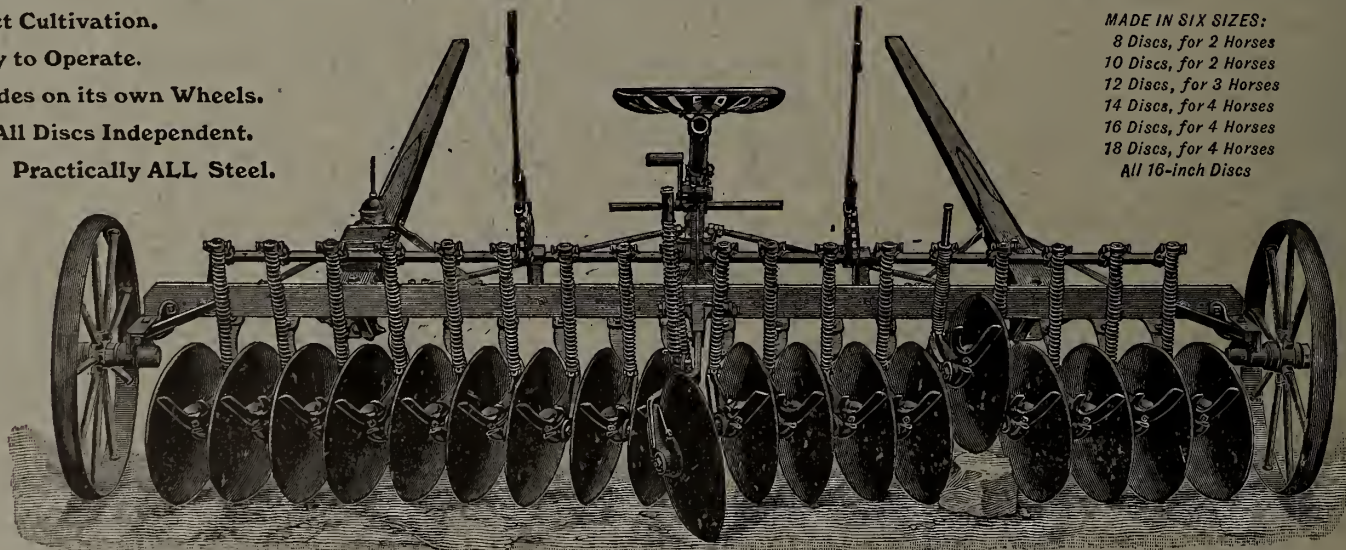
Easy to Operate.

Rides on its own Wheels.

All Discs Independent.

Practically ALL Steel.

MADE IN SIX SIZES:
8 Discs, for 2 Horses
10 Discs, for 2 Horses
12 Discs, for 3 Horses
14 Discs, for 4 Horses
16 Discs, for 4 Horses
18 Discs, for 4 Horses
All 16-inch Discs



REAR VIEW 18-DISC SUPERIOR DISC HARROW ON WHEELS.

If you want the Agency for the Best Harrow in the World, write NOW for Catalogue and Prices.

The American Seeding-Machine Co., Incorporated,
Kind and James Sts. Winnipeg Man.



HAMILTON

HEAD OFFICE
AND
FACTORIES

CANADA



NOT IN A COMBINE

Sawyer-Massey Line—75 years the Leader

MR. IMPLEMENT DEALER:

There is more behind the PREMIER LINE of THRESHING MACHINERY than a selling proposition,—a mere profit-making inducement for you to handle the line. There is positive and proven merit in every Sawyer-Massey machine, we stand behind you in every transaction that you make with an unqualified guarantee of unexcelled workmanship and carefully selected materials.

We substantiate with goods every argument that you put forth in favor of them. This is a line that you can unhesitatingly recommend to your best customer,—one that will make you friends by setting the highest possible standard of excellence.

These are the kind of goods that stay sold,—there is no "come-back." The same careful attention is accorded to the construction of the humble sweep as to the lordly tractor.

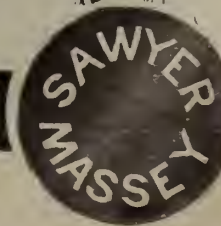
Our interest in you does not terminate with the signature of your contract,—we offer you all the advantages of a perfect selling organization,—the knowledge gained in three quarters of a century of manufacturing and selling machinery is at your unlimited disposal, and remember, too, the advertising we do in farm papers is for the benefit of our dealers.

We may not be represented in your territory—Write us now.

Our new catalog tells a big story of progress and advancement,—let us mail one to you,—it gives a new light on the subject of farm power and threshing machinery.

Sawyer-Massey Company, Limited

BRANCHES—WINNIPEG MAN. AND REGINA SASK.





1912 MOTOR TRIALS
8 Furrow Cockshutt Plow with Caterpillar Engine.

The Co Engine

PEOPLE who buy an Engine Gang have a REASON for choosing the particular Engine Gang they DO buy. This reason must be one of the following: Their own experience, the guidance of friends whom they trust, or faith in the ability and experience of the makers.

The first two of these reasons---their own knowledge and the recommendation of a trusted friend---lead them logically straight to the ownership of a

COCKSHUTT ENGINE GANG

and, with the third reason, there are many years of an unequalled record in Engine Gang manufacturing and the assurance that in years to come the Cockshutt Engine Gang will LEAD IN POPULARITY for the same good reasons that have made it a LEADER in the past.

For one thought dominates the manufacturers and impresses itself upon every operation that enters into the construction of the Cockshutt Engine Gang: To build for the FUTURE as well as for the sales of the PRESENT---to build so soundly and so well that the



1912 MOTOR TRIALS
Nice Work by Cockshutt Plows.

COCKSHUTT COMPANY,

Br
WINNIPEG, REGINA

Distributors
Red Deer, Lethbridge, Edmonton

Cockshutt Engine Gang



1912 MOTOR TRIALS
4 Furrow Cockshutt Plow with Heer Engine.

lapse of years will find in the Cockshutt Engine Gang owner a deep and abiding sense of **SERVICE RENDERED** and **VALUE RECEIVED**.

The Cockshutt Engine Gang is the product of Canadian brains and Canadian workmen, and by sheer force of merit has made a world-wide reputation. **IT REVOLUTIONIZED TRACTION PLOWING**, making possible the present great development in large farming operations. It originated the **INDEPENDENT PLOW PRINCIPLE**, whereby each plow follows the inequalities of the surface, plowing a **UNIFORM DEPTH** and turning an **EVEN FURROW**. With a Cockshutt Plow on behind their Engine they will not only be free from vexatious stops and cover the maximum amount of acreage, but **THE WORK WILL BE DONE PROPERLY**. In breaking, the sod will be turned over **FLAT**, so that the grass will rot, fertilizing the soil instead of curing into hay to hinder later operations. In stubble, the soil will be turned **COMPLETELY OVER** and **THOROUGHLY PULVERIZED**, making a firm seed bed of uniform depth---the best conditions for an even stand of straw with a large head.

It is the best Engine Gang
YOU could handle.

COCKSHUTT PLOW LIMITED.

Headquarters:
CALGARY, SASKATOON.

Branches:
Edmonton, Portage la Prairie.



1912 MOTOR TRIALS.
4 Furrow Cockshutt Plow and G.S.M. Engine. Silver Medal Winner.

Dealers Get Real Help Here

If you would like to know something of the way in which this Company aids its Dealers, and think you live in a territory in which we need just such life, energetic and thorough representation as a thinking Dealer such as yourself can give, please write at once.

1913 Contracts are being made. Our plans are the most attractive we have ever had; our line of Implements the very best obtainable, built with the one object of **service** in view. Cost of materials and workmanship is the last consideration. We want **the best** regardless of cost, and it is because of this unvarying standard of efficiency that

Cockshutt Implements are Supreme under all Conditions

Remember: the Money-Making Line is neither the right Implement, nor the right price, nor the right merchandising. It is **all of these three combined in the right proportion.**

That's why **no** man is too capable for us—none too aggressive.

We **Give** the Best.

We **Want** the Best.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 8

WINNIPEG, CANADA, AUGUST, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

Winnipeg Exhibition of 1912 a Supreme Success.

The Exhibition for 1912 was quite up to the standard of any previous year. The popular Governor-General of Canada H.R.H. The Duke of Connaught, accompanied by Princess Patricia, opened the Fair, July 10th in the presence of a large attendance, and in a felicitous speech given at a luncheon the Duke remarked upon the immense growth of Winnipeg since he last visited it twenty years ago. During a later visit to the grounds His Royal Highness was an interested sightseer of the manufacturers' section and live stock,

Pageant, which was unqualified success. This youthful aviator made daring flights daily, on one occasion rising to a height of 5,000 feet, swooping all over the city in his monoplane with great dexterity. The Pageant was a fine display and none of the actors were more thoroughly at home than were the Sioux Indians specially engaged for the show. A good racing programme was run off throughout the Exhibition, being productive of some fast times.

We produce, herewith, a brief summary of those exhibits which

simple steam tractor and a 25-50 gasoline engine operating a 36x56 Minneapolis separator with full attachments.

The Garden City Feeder Co., of Regina had a Garden City Feeder and one Garden City Wing Feeder, the latter was in operation.

The Stewart Sheaf Loader Co., of Winnipeg had one of their machines on exhibit as well as a lower section in operation.

Next in line was the McManus Shock Loader Co., of Winnipeg, with one of their machines.

4 cylinder American Gas Tractor manufactured by the Minneapolis Diamond Iron Works.

Goold Shapley and Muir Co., Winnipeg, had a 45 h.p. and a 35 h.p. gasoline tractor engine and four stationary hopper cooled Ideal engines 1½ h.p., 3½ h.p., 4½ h.p. and 8 h.p., also a 35 h.p. opposed cylinder portable and three Maple Leaf Burr grinders, likewise one of their automatic concrete mixers on the grounds.

The Minneapolis Steel and Machinery Co., of Minneapolis, Minn., had two four cylinder



Ready for Business—Four Contestants on the Plowing Field.

while he also evinced considerable interest in the competing tractors as they made the welkin ring with their exhaust. The Agricultural Motor trials at the Brake-Test building were a point of interest for all connected with the implement trade, both manufacturers' and farmers, and the judges are to be complimented when one thinks how 'it was 11.30 p.m. some nights before they desisted from their labors. The weather throughout, with the exception of Citizens Day was fairly good, and attendances were good during the entire exhibition, the total being about 300,000. In the amusement section, the principal honors were divided between Jimmie Ward the aviator, and the Selkirk

should prove of most interest to dealers.

THRESHING MACHINES, IMPLEMENTS AND GENERAL MACHINERY.

Commencing at the East entrance and following the side walk West the full length of the grounds, the first exhibit encountered was that of the Hammond Stooker Co., of Winnipeg. This concern had one of their stookers attached to a Massey-Harris binder and gave hand demonstrations of its operation.

Davidson and Herriot of Winnipeg had one of their self-loading and un-loading sheaf carts demonstrating its utility.

Geo. E. Duis Co., of Winnipeg, exhibited a Minneapolis 25 h.p.

Henry Rustad of Winnipeg had a Meadows Wagon dump, a grain elevator in operation and a couple of Glide Road Graders, also a Canadian Swenson Stump puller on exhibition.

Our old friend Jno. Herron now of the Macdonald Thresher Co., of Stratford, Ont., and Winnipeg had a 25 h.p. simple steam traction engine operating a 36x60 Stratford Decker Separator. They also had two 32x54 and one 28x50 Stratford Decker Separators on the ground.

Geo. White & Sons of London and Brandon had a 25 h.p. steam engine with plowing equipment and a 25 h.p. steam engine without equipment, four separators 40x66, 36x60, 30x50 and 26x44. They also had a 45 h.p.

Twin City "40" gasoline tractors on exhibit.

The Canadian Fairbanks-Morse Co., of Winnipeg showed three vertical engines, one of 1 h.p. and two 2 h.p., four stationary engines from 1 to 8 h.p., three kerosene tractors 15-30 h.p., 30-60 h.p. and a 15-30 engine operating a 29x34 Farquhar separator. A Fairbanks-Morse wood saw, pitless platform and standard scales, two grinders 6 and 10 inch, iron pumps and pump jacks completed this display.

The International Harvester Co., Winnipeg, exhibited four horizontal gasoline engines varying in h.p. from 1 to 6; four vertical engines 2 h.p. and 3 h.p. also two 30 h.p.; four 25 h.p.; and four 45 h.p. kerosene and

gasoline tractors which together with one Old Dominion wagon, Visset grain grinders and five Blue Bell Cream separators made up their exhibit.

The Canadian Heer Co., of Winnipeg showed one engine 20-25 h.p. and one of 25-30 h.p.

The Spalding Tilling Machine Co., of Cleveland, Ohio, exhibited one of their Spalding Deep Tillage plows. They claim that with this plow they can plow from 8 to 16 inches deep.

The Canadian Holt Co., of Calgary showed one of their 60-65 h.p. 4 cylinder gasoline Caterpillar traction engines.

Burridge-Cooper Co., of Winnipeg had on exhibit four horizontal "Waterloo Boy" engines varying from 2½ to 4 h.p., and an 8 h.p. portable "Waterloo Boy," also a 25 h.p. 4 cylinder gasoline tractor and a 50 h.p. Geiser; three separators sizes 24x32, 26x46 and 33x50, and a Waterloo washer.

Haug Bros. & Nellermeoe, of Winnipeg showed five 2 cylinder Avery Gasoline Engines 20-35 h.p., two kerosene and three Gasoline; 30 h.p. and 20 h.p. "Alberta Special" undermounted; steam engines, a 3 furrow and 5 furrow and an 8 furrow self lift Avery engine gang plows; an Avery 4 cylinder tractor 26-45 h.p.; three Yellow Fellow Separators 36x60, 28x48, 22x36.

The Hart-Parr Co., of Charles City, Iowa, and Portage la Prairie, Man., exhibited a 30 h.p. and a 40-60 h.p. Kerosene tractor. The Gas tractor Co., of Minneapolis and Winnipeg had two of their 4 cylinder 50 h.p. gasoline tractors on the grounds.

Rumely Products Co., of La Porte, Ind. and Winnipeg showed a 15-30 h.p. Oil Pull Portable, a 30-60 h.p. Oil Pull Tractor and a 20-40 h.p. Universal gasoline

tractor; 30 h.p. double cylinder Rumely steam engine; 25 h.p. Gaar-Scott double cylinder steam engine; 26 h.p. simple American-Abell steam tractor; a Rumely separator 28 x 44 fully equipped, also a 40x64 equipped with Ruth Feeder and Carpenter wings; 36x60 Gaar-Scott separator; 31x52 Gaar-Scott with full attachments; Advance separator 40x60 and a 28x48 Toronto Combination; the Garr-Scott portable saw mill; 6 and 8 furrow Rumely engine gangs, an assortment of water tanks; a 510 gallon steel kerosene tank with 30 gallon gasoline auxiliary tank; also a 5 h.p. Oil Pull stationary.

Maytag Co., of Winnipeg had a Ruth feeder with side carriers in operation, also a Maytag electric and power washing machine and Pastime in operation along with other thresher specialties.

The Ontario Wind Engine & Pump Co., of Winnipeg and Calgary had one 30 h.p. "Flour City" tractor; Stickney engines 3, 5, 7, 10 and 20 h.p. gravity and pump feed, portable and stationary; a 7 h.p. Stickney engine was mounted on metal rollers demonstrating its freedom from jar. They had platform and truck scales, also pitless platform scales; a battery of iron pumps; feed cooker; and a couple of grain grinders; a 2 h.p. Chapman gasoline engine operating a pump jack; and the New Chapman well drill, which they claim is an improvement on the Climax."

On exhibit the Sawyer-Massey Co., Winnipeg and Regina, had a 32 h.p. steam rear mount traction engine operating a 36x60 Great West separator fully equipped with S-M attachments; a 27 h.p. operating a 32x56 Great West equipped; a Sawyer-Massey

22-45 four cylinder oil engine operating a 29x50 Great West Separator; a 22 h.p. simple steam engine attached to a 32x50 Daisy separator fully equipped; an Eclipse separator 30x36; 8 h.p. sweep power; full battery of tanks; thresher supplies including belts, head lights and so-forth. Jno. Vickers, thresher salesman, and one of the pioneers in the business, was in charge of the Sawyer-Massey exhibit.

Waterloo Mfg. Co., Portage la Prairie, had a 25 h.p. simple steam tractor; 16 h.p. simple steam tractor and a 27 h.p. rear mount; a 40x62 Manitoba Champion separator; they had also 36x56 and 28x42 Manitoba Champion separators with full attachments on grounds.

Nichols & Shepard Co., of Winnipeg, exhibited a 25 h.p. double cylinder steam engine operating a 36x56 Red River Special separator and a 35 h.p. double cylinder oil-gasoline tractor operating a 22x36 Red River Special separator.

J. I. Case Co., of Racine, Wis., and Winnipeg showed a 60 h.p. steam tractor operating a 32x54 Steel separator; a 75 h.p. operating a 36x58 separator; also a 80 h.p. operating a 40x60 separator; and a 18 h.p. portable operating a hay baler; 40 h.p. and 60 h.p. double opposed oil tractors; an 8 bottom engine gang plow; 2 road graders; and their 45 h.p. rear mount Hill Climber steam traction engine.

EXHIBITS IN MANUFACTURERS BUILDING.

The Hero Mfg. Co., of Winnipeg had on exhibit one of their New Hero grain cleaners; a Bonanza grain cleaner and three Hero White Cloud Washers.

The Eagle Mfg. Co., of Dauphin, Man., had on exhibit

one of their engine gang Eagle Steel Scrub Cutters.

Beatty Bros., of Fergus, Ont. and Brandon, Man. showed a full line of their hay and litter carriers; sanitary stalls for cattle and horses; feed trucks and hay slings.

The Steel Barrel Co., of Winnipeg, Canada, had an exhibit of steel, water, oil and gasoline barrels.

The Garlock Packing Co., of Hamilton, Ont. had a full line of thresher supplies on show.

The Robinson & Currie Mfg. Co., of Lauder, Man. were exhibiting one of their picklers.

A. A. Reimer & Co., of Giroux, Man., showed a bag holder.

Avery Scale Co., of Winnipeg, Milwaukee and Birmingham, Eng., showed one of their automatic grain weighers for thresher or elevator use.

The R. A. Lister Co., of Winnipeg, exhibited 6 of their Melotte cream separators varying in capacity from 300 to 1300 gallons per hour. They also illustrated their automatic farm electric lighting plant.

The Loudon Mfg. Co., of Winnipeg showed their full line.

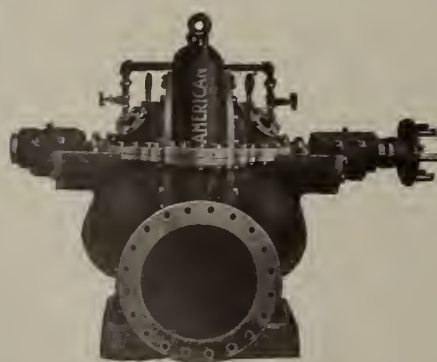
Iowa Dairy Separator Co., of Minneapolis, showed five of their cream separators.

The Winnipeg Ceiling and Roofing Co., of Winnipeg had their portable corrugated galvanized steel grain tank; corrugated galvanized gasoline tank and a number of sections of steel culverts varying from 8 inches to 72 inches as well as a full and varied line of their building material.

The Metallic Ceiling & Roofing Co., of Winnipeg had a full line of interior and exterior

(Continued on page 10.)

THE STANDARD by which OTHERS are JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

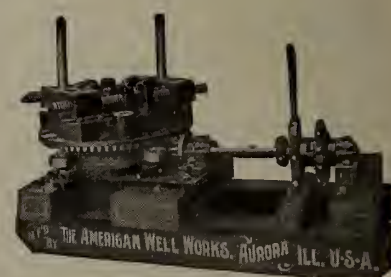
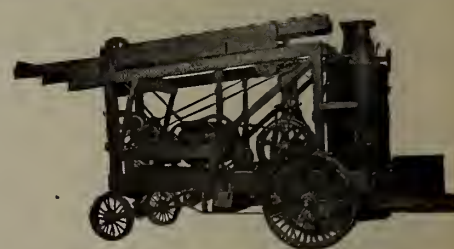
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type.

Described in Catalog No. 104.

Agents wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories

and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
Moline Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Kemp & Burpee Co., Syracuse, N. Y.
Manure Spreaders for Eastern Trade
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



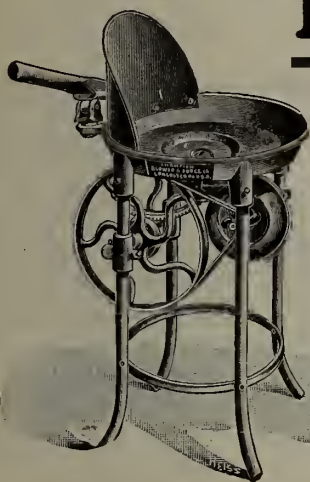
*Good Implements Have
Made this Trade-Mark
Famous*

The Sales Organization

Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois
John Deere Plow Company, Omaha, Nebraska
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado
John Deere Plow Company, St. Louis, Missouri
John Deere Plow Company, New Orleans, Louisiana
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Ltd., Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Deere Carriage & Implement Company, Montgomery, Ala.
Con. Wagon and Machine Co., Salt Lake City, Utah
Bristol & Gale Company, Chicago, Illinois

A FULL LINE OF FARM IMPLEMENTS

Blacksmith Outfits



No. 150.
Forge With Shield

This is a line that Implement Dealers are beginning to realize as a necessary part of a well assorted stock.

HAVE YOU A WELL ASSORTED STOCK?

If not, let us help YOU out. We carry a complete line of Blacksmiths' Outfits.

When in Winnipeg come and inspect our stock.

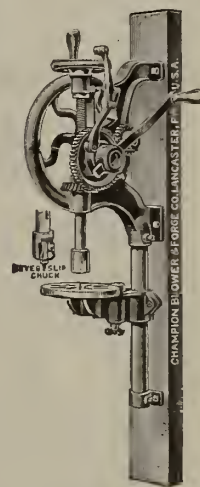
We handle Finished Plow Shares, Binder and Mower parts to fit nearly all makes of Plows and Machines.

WRITE FOR PARTICULARS.

D. Ackland & Son, Ltd.

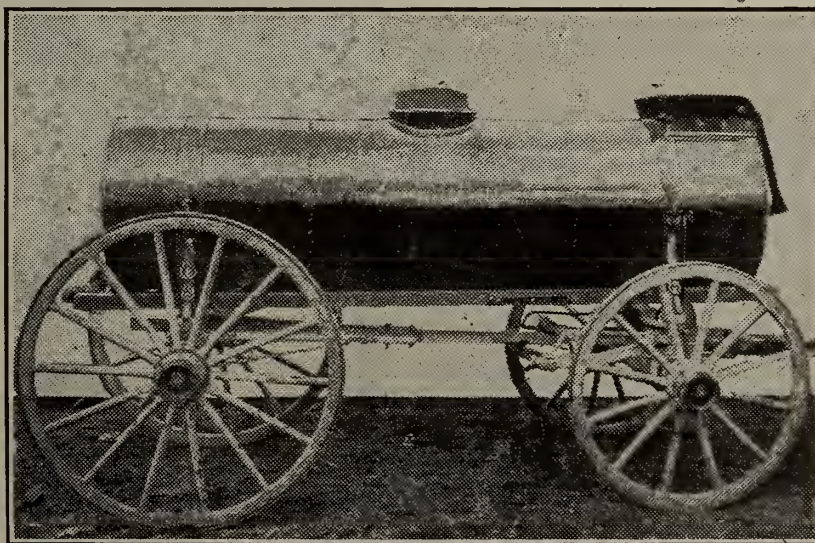
73 HIGGINS AVE.

WINNIPEG



No. 101.
Self Feed Drill

**Western
Standard**
Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

**STEEL TANKS ARE
OUR SPECIALTY**

Our prices and discounts prove a great inducement to Dealers.

When in town give us a call, or write for our list of prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

We are located just off Dufferin Avenue car line—6 blocks west of Main Street.

Winnipeg Fair

(Continued from Page 8.)

metal shingles and ceilings housed in an artistically made booth composed entirely of their own material.

The Clare & Brockest Co., of Winnipeg as well as displaying a full line of their stoves and ranges, showed a metal garage manufactured for them by the Preston Metal Shingle and Siding Co., of Preston, Ontario.

The General Supply Co., of Winnipeg had an exhibit of their acetylene gas and light system, portable gasoline engine and a very complete stock of thresher supplies including belts, etc.

The Hackney Mfg. Co., of St. Paul showed one of their 4 cylinder 18 h.p. gasoline engines. This engine is mounted on three wheels and underneath is attached a three furrow engine gang plow.

Canadian Fairbanks-Morse Co., Winnipeg had an interior exhibit showing a very comprehensive exhibit of their lines including

stationary gasoline engines, lathes, drills, scales, forges, blowers, emery wheels, safes, electric lighting plants, metal shapers, automatic grain weigher, vices, pulleys, motors, also many of their other lines.

The Harmer Implement Co., of Winnipeg, showed Gray and Big Chief gasoline engines, Superior fanning mills, the Owens smut cleaner, a Christianson land packer and harrow, and J. I. Case wheel plows.

The Sharples Separator Co., of Toronto and Winnipeg had eleven machines on exhibit varying in capacity from 225 to 950 lbs. per hour also a Pea Stone stationary 3½ h.p. water cooled gasoline engine. This concern also had a milking machine in operation in one of the stables showing its utility.

The Premier Cream Separator Co., of Winnipeg had four of their cream separators on exhibit varying in capacity from 350 to 800 lbs. per hour.

The Magnet Cream Separator Co., had an exhibit of their make of machines.

The De Laval Separator Co., Winnipeg had a booth tastily decorated in yellow and white in the manufacturers' section in which they had ten cream separators varying in capacity from 135 to 1350 lbs. One of the machines was operated by an electric motor another by the De Laval improved steam turbine.

The Manitoba Anchor Fence Co., had an exhibit of their ornamental wrought iron fence, gates, lawn seats, woven wire fences and lawn urns and decorations.

In their own tent the Gray-Campbell Co., of Moose Jaw and Winnipeg exhibited five Chatham fanning mills, a number 3 mill having their new high bagger attached, which admits of grain being loaded directly into the wagon box from the mill; a 5 ton pitless platform scale; 2000 lb. truck scale, 1000 lb. high beam scale, also one of their celebrated kitchen cabinets.

Bolte Mfg. Co., of Winnipeg had one of their patent concrete mixers in operation.

The Dominion Specialty Co., of Winnipeg had a couple of their automatic grain picklers exhibited in their own tent.

Automobile Exhibits at Winnipeg Fair.

In the main manufacturers' building an annex at the west end was completely filled with an elaborate display of motor cars, motor cycles, tires, and accessories, and stationary engine exhibits.

At the entrance of the building the R. C. H. Motor Sales company and the White Motor Car Co. had a combined exhibit which is staged in the most elaborate manner and comprised eight different models.

The beautiful Wolseley cars of English manufacture, coupe and a touring car were displayed by H. D. Gooderham, the local agent, and attracted the attention of many prospective purchasers

MORE PROFITS FOR EMPIRE SEPARATOR AGENTS

The Empire Cream Separator Company of Canada, Limited, have secured the Selling rights for Witte Gasoline Engines.

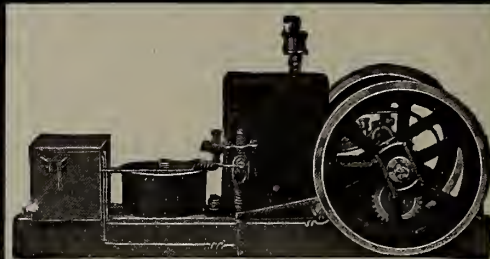
This means more profits for Empire Separator Agents. To the profits cleared on the Sales of Empire Separators will be added the profits gained on the sales of Witte Gasoline Engines, Grain Grinders, Saws, Pumps, Jacks, etc.

Empire Cream Separators Witte Gasoline Engines

No other company is in a position to furnish their agents with such a high-grade, desirable combination and one that covers all seasons of the year. No other company is so well equipped to give constant, efficient and undivided attention to their agents, or more willing to co-operate with them in closing sales.

In open territory we want agents of ability, energy and enthusiasm. To such men we will give the best agency contract in the Dominion.

This is an unusual opportunity to make more money. Prompt action is therefore advisable, in fact necessary. Drop us a post card or letter. We will send full particulars about the agency contract, also full particulars about our complete line.



The WINNER 1½ H-P Stationary

THAT'S its name (**The WINNER**) because its low cost to you wins the order and its fine appearance, high quality and good service keeps orders coming. **It gives you a leader that is attractive** (just like the grocer who sells 20 lbs. Sugar for \$1.00 and thereby takes the trade from his competitor). **It is the entering wedge** that gives you the chance to demonstrate what a good engine you sell; then the agency for our complete line places you in position to land the orders of every other prospect.

NO OTHER LINE SO COMPLETE OR PROFITABLE

No time lost, you have something suitable for every customer. Our **WINNER** is 1½ H-P; the **WITTE JUNIOR** line, 2, 4, 6, 8 and 11 H-P; the **WITTE STANDARD** line, 5, 7, 10, 12, 15, 20, 25, 30 and 40 H-P. A dozen different combinations. **Our guarantee runs five years.** Every engine when sent out must be capable of fulfilling it or money refunded—that certainly is safe and sound business, you can't lose. **We give you liberal discounts, we protect you, do not advertise any prices and sell only one dealer in each territory.**

Let us ship you a sample for test and comparison.

Your name and address will bring all information.



The WINNER 1½ H-P Hand Portable

WITTE IRON WORKS CO., Kansas City, Mo.
Branch Distributors, **EMPIRE CREAM SEPARATOR CO., Winnipeg.**

Empire Cream Separator Company of Canada, Limited
H. P. HANSEN, Western Manager. **230 Princess Street, Winnipeg.**
TORONTO MONTREAL SUSSEX

of high-priced machines owing to the beautiful finish and workmanship not only of the body but also of the engine and mechanical parts of the car.

Cutting automobiles had a prominent position in the center of the main aisle and had as background the beautifully decorated stand of the Goodyear Tire and Rubber company, where the full line manufactured by this company was displayed.

This was followed by the Indian and Excelsior motor cycles, some of which are fitted with side car attachments. Over this stand a beautiful model of an aeroplane, invented by J. M. Moorhouse, of Winnipeg, attracts considerable attention from the visitors.

Republic Tires came next in order, and the exhibit of the Harmer Implement company of small stationary gas engines completed the display in the center aisle.

The side aisles were taken up with exhibits of the British Canadian Engineering company, which had on display three stationary gas engines, the Western Motor company with weighing gasoline storage systems and electric light equipments, a single model of the Michigan "40," exhibited by the Walker Motor company, and the displays of the Continental Oil company and the Canadian National Carbon company, of Toronto.

On the south side, near the west-end of the building, the Dunlop Rubber Goods company had one of the most elaborate displays in the building of automobile tires and rubber mechanical goods, and were followed by the Dominion Cycle and Motor company, who show the Flying Merkel motor cycle, Michael Ert, with an exhibit

of continental tires. S. F. Bowser company, with gasoline storage system, and the Clinton Motor Car company with motor trucks and pleasure cars. Goodrich, Firststone, and Kelly-Springfield tires were also displayed to good advantage.

The Mooney Automobile company also exhibited their full line of cars and accessories.

Wagon Company Changes Name

The name of the Moline Wagon Company is to be changed to the John Deere Wagon Company.

The Moline Wagon Company is one of the oldest manufacturing institutions in the wagon business, and ever since its establishment the relationship between it and Deere & Co. has been very intimate. In fact, the two factories were so closely allied that the Deere organization has always sold practically the entire output of the Moline Wagon Company.

Some two years ago the Moline Wagon Company factories were purchased outright by Deere & Co., and since that time a line of wagons bearing the John Deere trade mark has been manufactured. The recent development of a full line of John Deere wagons in a factory of another name caused some confusion in the trade, and the logical thing was to have the name of the factory harmonize with the line of goods manufactured.

The John Deere Wagon Company now has one of the best equipped factories in the business. John Deere wagons are of the highest grade, bear the

John Deere trade mark, and are a permanent part of the John Deere line.

The John Deere Wagon Company owns an enormous acreage of the best wagon timber standing in the United States, thus insuring the high quality of its wagons indefinitely in the future. In fact, its hard wood forest holdings are so extensive that in the estimation of experts the young timber coming on will always more than replace the cuttings. The highest grade wood stock is thus perpetually assured. The factory owns and operates its own saw mills in the hard wood timber belt, where wood stock is sawed to shape and air seasoned several years before being stored at the factory. John Deere wagons are becoming as well and favorably known as John Deere plows.

The officers and directors of the new corporation are as follows:—Wm. Butterworth, president; W. L. Velie, vice-president; B. F. Peek, treasurer; E. E. Parsonage, secretary and manager; G. W. Mixer, S. H. Velie, G. N. Peek, C. D. Velie and W. H. Johnson.

Of choice in marriage—take the daughter of a good mother.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend
and stand behind, then sell



Eastlake Steel Shingles

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and
Durable as the Building itself.

WRITE US TO-DAY for
Catalogue and Selling Proposition



**THE METALLIC
ROOFING CO.
LIMITED**
MANUFACTURERS
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

DE LAVAL CREAM SEPARATORS

Business Builders

for the Dealer

There is no other implement or machine sold to the farmer that will so add to a dealer's prestige and assist him so much in making new customers as the DE LAVAL. The agency for the sale of DE LAVAL separators is a valuable asset to any dealer's business.

Agency Applications Invited

THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

BIG REWARD



Implement Dealers will be
well rewarded by handling

The Famous

"Titania" Separator

Their sales and profits will
increase considerably as this
machine quickly gains popularity
wherever introduced.

*Simpler in Construction than any other
system, and superior in quality to
higher priced machines—It will suit
the Canadian Farmer.*

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

Obituary.

The dire havoc and loss of life, wrought by the cyclone that struck Regina on the last day of June, have resulted in a loss to the implement world of one of its most popular members—Mr. J. J. Bryan. It would be redundant for us now to relate the details of that fateful Sunday, of the loss of property and damage to that city, suffice it to say that Mr. Bryan, while in his warehouse at the time of the sudden out-burst, was buried under the falling debris and killed instantaneously. The deceased, who was late vice-president of the Tudhope, Anderson Company was one of the best known implement men in Western Canada. Mr. Bryan may be said to have been one of the pioneers of the implement trade in this territory. He was born in Thorndale, Ontario in 1861 and in 1882 he came west to Winnipeg where he became connected with the McCormick Harvester Company.

Leaving the McCormick Co. he joined H. F. Anderson in an implement jobbing business, which later became known to the trade as Anderson and Bryan. This concern was finally merged into the Tudhope, Anderson



The Late J. J. Bryan.

Company and Mr. Bryan was appointed manager of the Regina Branch.

Mr. Bryan was one of the oldest members of the Northwest Travellers Association and was also a charter member of the United Commercial Travellers of America. The most profound sympathy is felt throughout the entire implement trade for Mrs. Bryan and her son, regarding

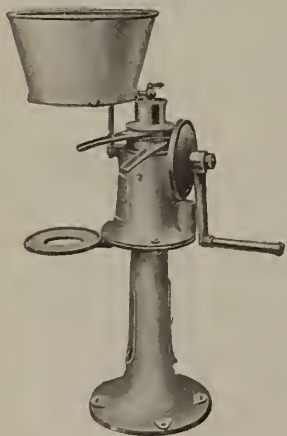
their sad bereavement, and we ourselves have known Mr. Bryan closely, intimately for some twenty years and deplore the loss of such a friend as one rarely has.

J. J. Bryan was a man of sterling qualities, one of Nature's leaders of men. By his own unaided efforts he made his way in the world of business, his integrity and determination being a living lesson to those around him. He was universally liked, not only by his business associates but also by his keenest competitors, and their sorrow at his demise is sad and sincere. The funeral was held from Holy Trinity Church to St. John's Cemetery, Winnipeg, and was largely attended. Almost every wholesale business house in the city, and many from outside points sent their representatives to do their last sad homage to the memory of the deceased. The Winnipeg Wholesaler's Implement Association attended in a body, and from them a large wreath was laid among the casket among many other beautiful floral tokens. The pallbearers were: H. F. Anderson, M. J. Rodney, Alex. Stewart, C. Smith, J. McCrombie and H. Miller.

Comparative Transportation Costs.

Some interesting facts relative to the carrying value of a dollar are produced in the June Bulletin of the W. S. Atlantic Deeper Waterways Association. Amongst other data, they say that a horse, or its mechanical equivalent a horse power, can move two tons three miles in a wagon on a fairly level road in an hour; 15 tons in a car on a railway and 90 to 100 tons in a boat on a waterway adapted to its use. A fair estimate of expense by wagon on average roads is 25 cents a ton mile, which may be reduced to 10 cents a mile on improved roads. On railroads the cost is about 7 and 82-100 cents a mile, while goods carried by water cost about 8-10 of a mill per ton per mile. On rivers this can be reduced to one-half a mill a ton mile. This means that approximately \$1 will carry a ton of freight four miles on a fair road, 10 miles on an improved road, 127 miles on a railroad, 1,250 on a waterway, and if army engineers are correct in their estimate, about 2,000 miles on first class improved rivers or waterways.

THE Premier Cream Separator



Satisfaction guaranteed to every purchaser. Thousands of satisfied users speak in highest praise of the

"Premier"

The machine that appeals to you at sight.

Be sure you look into the merits of the **"Premier"** before you decide on the Cream Separator you will handle. See our representative at all the leading fairs regarding our commission contract. It is the **Best**.

We are the Makers and Guarantors

Address:

The Premier Cream Separator Company
199 Princess Street, Winnipeg.

659-661 King St. West,
Toronto.

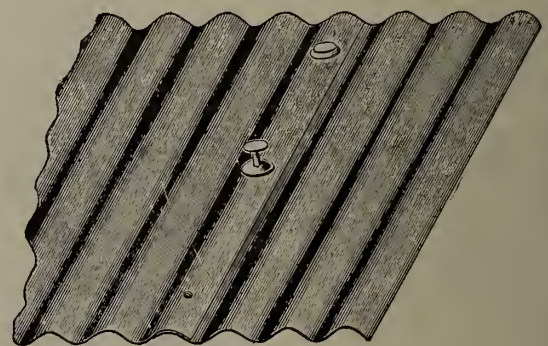
147 Prince William St.,
St. John, N.B.

IMPLEMENT DEALERS

Who Are Selling Their Customers

Galvanized Corrugated Iron

R
O
O
F
I
N
G



S
I
D
I
N
G

Lightning proof! Fireproof! Everlasting! are doing the community a real service for which they are being well paid.

WRITE FOR INFORMATION AND PRICES TODAY.

Winnipeg Ceiling and Roofing Company
Manufacturers Portable Corrugated Granaries

P.O. Box 2186—I.

WINNIPEG, Man.

Agricultural Motor Contest at the 1912 Canadian Industrial Exhibition.

On Wednesday morning July 3rd the motor contest at the Winnipeg Fair started on its way for another year. No less than twenty-nine of the big engines were indulging in preliminary heating up, making a weird chorus of many exhausts, as they impatiently awaited their turn for the opening trial of the Brake Test.

One marked improvement this year was that the Brake Test was held under cover. In this move the management are to be complimented, as it proved conducive of protection for the contestants from both sun and rain while the four foot fence around the building made an ideal resting place for the weary ones of the agricultural motor and implement world.

The theory of this frictional brake economy test is to well known to require explicit details being given.

For two hours each engine is run at its greatest load, consistent with economy. Each competitor gives the load he wants to carry—the brake is set at that load and kept as near it as possible during the two hours running. Careful measurements of the water, coal, gasoline or kerosene used are kept, and the running condition of the mechanism noted. After the two hours test, a test is made of the maximum horse power the engine will develop for a 30 minute run. The number of points awarded in this section of the competition are:

Brake Test (190)			In'tl. Cmbn. Eng.	Stm. Engs.
Horse power hours per unit of fuel used	145		145	140
Horse power per unit of water used	15		15	35
Steadiness of running, vibration, condition of engine...	30		30	15
	190		190	190



The Case 20-40 Gasoline Tractor pulling a Five-Bottom Case Engine Gang (Gold Medal Winner, Class B).

Maximum Test (65)		
Economical load compared with maximum	35	35
Evenness of load	20	20
Condition of Engine	10	10
	65	65

The Plowing Contest, the second part of the motor competition was held in a field near Bergen, some seven miles to the north of Winnipeg.

In the opinion of the engineers the hardest point of the tests they underwent was their getting to Bergen, since, owing to recent

was not brought any nearer by the miserable train service plying there and back. To make this more profound the trains did not start from the Fair Ground as they did in previous years, but being at an exterior point were rather difficult to find.

In the plowing test, the Judges set the depth of furrow to be cut, while careful measurements are taken of the fuel and water used; the acres plowed; the draw-bar pull; the fuel used per acre, and

City" tractors only they were prevented by pressure of business together with the present enlarging of their factory and installation of new machinery. We cannot close without a word regarding the capable, courteous and untiring way in which the judges handled the entire contest. These gentlemen, L. W. Chase. A. R. Greig, and Mr. R. King had no easy task to fulfil, and their day can by no reach of imagination be termed a "union"



A Scene of Slide Rule and Formula—the Judges compiling the Score Sheets. It required days of Concentrated Effort and Calculations to amass the figures seen elsewhere in this issue.

rains, the roads were scarcely of the asphalt variety. Happily the plowing field was situated on good land and was in ideal condition.

From the average individuals point of view we would like to register a kick, along with all the other units of humanity who went to the Plowing Contest.

The field in itself was in a fairly inaccessible location, and

any other data that the judges may consider essential. A recording dynamometer was placed between the engine and plow for one round of the field—thus registering the tractive power exerted by the engine. The points awarded the plowing test were:

Plowing Test (215)		
Draw-bar h.p. hours per unit of fuel	140	120
Draw-bar h.p. hours per unit of water	15	35
Acres plowed per hour per economy brake horse power	25	25
Quality of plowing	15	15
Distance travelled without replenishing fuel	10	5
Distance travelled without replenishing water		5
Condition of engine, etc....	10	10
	215	215
Design and Construction (30)		
Accessibility	15	15
Protection of working parts	10	10
Ease of manipulation	5	5
	30	30

We regret to have noticed the absence of our old friends, the Kinnard - Haines Company of Minneapolis Minn., however, this was explained by their finding it an impossibility although they had fully intended to be on hand with their "Flour

day. We trust that the success of the contest enabled them to feel that their tireless energies had not been in vain.

In class A, for gasoline engines of a piston displacement of 300 cubic feet per minute and under, there were no entries.

Class B

Gasoline engines whose piston displacement is over 300 and under 500 cubic feet per minute.

The first entry in this class was No. 2, a Canadian Heer engine. This engine which got fifth position, developed an average b.h.p. of 19.58 in the two hour brake test, using 24.5 lbs. of fuel. In the half hour maximum brake test 21.26 was the average h.p. recorded, on a fuel consumption of 7.25 lbs.

In the plowing test, in which all engines travelled six miles, this engine pulled 4 Cockshutt plows 3.41 acres in 212.8 minutes with a recorded draw bar pull of 3010 lbs. Fuel used per acre was 20.67 lbs. The total score of this engine, out of a possible of 500 points, was 365.35 points.



The Aultman-Taylor 30-60 Gasoline Tractor, pulling a Nine-Bottom John Deere Engine Gang (Gold Medal Winner Class C)

No. 3 was an Avery engine that developed an average b.h.p. pounds. Fuel used per acre was of 25.87 on 32.75 lbs. of fuel, while in the half hour maximum test it developed an average h.p. of 33.93 with a fuel supply of 9.25 lbs.

In the plowing test this machine pulled first four and then five Avery plows, doing 3.90 acres in 174.8 minutes. The average draw-bar pull recorded was 3135 lbs., the fuel used per acre being 16.79 lbs. Total score in points 379.55, getting 3rd prize.

No. 4 was a J. I. Case, developing 35.08 b.h.p. in the half hour test on a fuel consumption of 43 pounds. In the half hour test it produced an average b.h.p. of 35.11 using 11 lbs. of fuel.

In plowing, this entry pulled 5 Case-Sattley plows 4.27 acres in 182.2 minutes. The average draw-bar pull was 4450 lbs., the fuel consumption 16.45 lbs. per acre. This engine was awarded 411.7 points, gaining first prize in its class.

Goold Shapley and Muir, entry No. 5, developed 33.62 h.p. on 50 lbs. of fuel in the two hour running test. In the half hour maximum test they recorded an average b.h.p. of 34.38 on a fuel consumption of 13 lbs.

In the plowing test they pulled a four-bottom Cockshutt plow, doing 3.41 acres in 163 minutes. The draw-bar pull recorded was 3,680 lbs., the fuel used per acre 17.15 lbs. Total points awarded 384.35, which took second place in class.

International Harvester, entry No. 6, developed an average h.p. of 35.07 on 41.5 lbs. of fuel in the 2 hour brake test, while in the half hour maximum test

44.05 was the average b.h.p. developed on a fuel consumption of 15 lbs. In plowing this engine handled a five-bottom Oliver plow, covering 4.21 acres in 169.5 minutes. The average draw-bar pull was 3610, the fuel consumption per acre, 18.88 lbs. per acre. Total points 366.3, or fourth place in class.

Class C

Gasoline engines whose piston displacement is 500 cubic feet per minute and over.

The first entry in this class, in which there were eight entries, was No. 7, a Sawyer-Massey engine. This engine in the two hour economy test developed an average h.p. of 32.36 with a fuel



The Rumely 30-60 Oil Pull Tractor pulling an Eight-Bottom Rumely Engine Gang (Gold Medal Winner Class E).

consumption of 52 lbs. In the half hour maximum test it developed an average b.h.p. of 40.65 on a fuel consumption of 14.25 lbs.

In plowing this engine pulled a five-bottom Deere plow, doing 4.24 acres in 189.8 minutes. The average draw-bar pull recorded was 4985 pounds, the fuel used per acre 23.29 lbs. Total points 364.2, coming fifth in class.

Entry No. 8 was an International Harvester Machine, that developed an average of 56 h.p. on 65.5 lbs. of fuel in the two hour economy test. In the half hour maximum test it produced 62.95 as an average b.h.p. on a consumption of 19.5 lbs of fuel.

In the plowing test, this engine which got second prize pulled first nine and then ten P. & O.



The Avery 20-40 Gasoline Tractor and Avery "Self-Lift" Plow at Winnipeg Contest.

plows, doing eight acres in 187.5 minutes. The average draw-bar pull recorded was 6669 pounds, the pounds of fuel used per acre 13.38. Points awarded 403.75.

Entry No. 9 was by the same makers, an engine that produced an average of 49.34 h.p. on 63 lbs. of fuel in the two hour economy test, while in the half hour maximum trial it produced an average b.h.p. of 60.83 on a fuel allowance of 22.5 lbs.

This engine drew an 8-bottom Oliver plow, completing 6.79 acres in 171.7 minutes. The average pull it recorded was 6,430 pounds, fuel consumption per acre 20.76 lbs, getting fourth place—Points awarded 369.35.

Entry No. 10, a Goold Shapley and Muir engine was withdrawn.

A Canadian Holt engine was



Case 110 H.P. Steam Tractor, pulling a Case-Sattley 12-Bottom Engine Gang (Gold Medal winner in Class H).



The Canadian Holt "Caterpillar" pulling a Seven-Bottom Cockshutt Engine Gang (Bronze Medal winner Class C).

entry No. 11, winning third prize and developing 45.04 of an average h. p., on a fuel consumption of 65 lbs. in the two hour economy test, while in the half hour run it developed an average h.p. of 53.25, using 18.5 lbs. of fuel. This engine pulled a seven and then an eight bottom Cockshutt plow, covering 6.14 acres in 169 minutes. The average recorded pull on the draw-bar was 6,338 pounds, the fuel consumption per acre 15.30 lbs. Although penalized in brake test, points awarded were 380.6.

An Aultman-Taylor engine was entry No. 12, this entry showing an average h.p. of 58.60 h.p. on a consumption of 63.5 lbs. of fuel, during the two hour econ-

omy test. In the half hour full pressure trial, she came away with an average b.h.p. of 73.41, on a consumption of 21.5 lbs. of fuel. In the plowing test this engine drew a nine-bottom Deere plow, plowing 7.38 acres in 144 minutes. She recorded a pull on the draw-bar of 7080 lbs. with a fuel consumption of 13.22 lbs. per acre. Being awarded 447.7 points she came out first in her class.

A J. I. Case engine was entry No. 13, developing 55.17 average h.p. in the two hour test, and on a fuel consumption of 83 lbs. In the half hour maximum test, it produced an average of 68.43 b.h.p., using 32 lbs. of fuel.

In plowing this engine handled a ten-bottom Case-Sattley gang, covering 8.36 acres in 198 minutes. The average draw-bar



The Canadian Heer 20-25 H.P. Kerosene Tractor, pulling a 4-Bottom Cockshutt Engine Gang.



The Sawyer-Massey Steam Engine pulling a ten-bottom John Deere Plow.
(Silver Medal Winner Class H)

pull recorded was 7700 pounds, the fuel used per acre 18.63 lbs. Awarded 361.25 points, equal to sixth place in class. The next entry in this class was an engine by the Diamond Iron Works of Minneapolis, No. 15. This engine produced an average of 51.90 h.p. on a fuel consumption of 91.75 lbs. in the two hour economy test, while in the half hour test she had 57.30 of an average b.h.p. on a fuel consumption of 28.75 lbs.

In plowing this engine drew a ten-bottom Deere plow, turning over 8.25 acres in 198.5 minutes. She exerted a recorded pull of 7,350 lbs., on a fuel consumption of 18.96 lbs. per acre. Points awarded 345.4, being 7th. in class.

Class D

Kerosene engines with a piston displacement of 500 cubic feet per minute and under.

No. 16 in this class was a Rumely engine, which got second prize and developed an average h.p. of 25.45 on a fuel consumption of 56.50 lbs. in the two hours economy brake test. In the half

hour test, it produced an average b.h.p. of 36.97 and a fuel consumption of 21.5.

This engine pulled a five-bottom Rumely plow, covering 4.13 acres in 188.3 minutes. The draw-bar pull it recorded was 4400 lbs. on a fuel consumption per acre of 30.08 lbs. This engine was awarded 354 points.

The International Harvester, No. 18, was the next entry in this class. This engine, which got first prize in the class produced an average h.p. of 25.44 pounds, on a fuel consumption of 41.75 lbs., in the two hour economy test. In the half hour maximum run, it produced an average b.h.p. of 28.79 with a fuel consumption of 11.75 lbs.

This engine pulled a four-bottom P. & O. plow, doing 3.16 acres in 179 minutes. It gave a recorded draw-bar pull of 3450 lbs., with a fuel consumption of 24.21 lbs. per acre. It won first prize in Class D. with a total of 398.15 points.

Entry No. 19 was an engine by the Avery Co. It gave an average h.p. of 27.50 on a fuel total

of 41.5 lbs., during the two hour economy test, while in the half hour maximum test it developed 27.32 of an average b.h.p. on a consumption of 13.75 pounds of fuel. This engine was penalized 15 points on brake test. It pulled a four-bottom Avery plow, doing 3.39 acres in 172.5 minutes Draw-bar pull recorded 2900 lbs., the fuel used per acre being 31.85 lbs. Points awarded 336.95, getting third prize.

Class E

Kerosene engines with a piston displacement of under 500 cubic feet per minute.

Entry No. 21 in this class was an International Harvester engine that produced an average h.p. of 48.49 in the economy test, with a fuel consumption of 75.5 lbs. In the half hour maximum test it produced 57.66 of an average b.h.p., with 20.5 pounds of fuel.

In plowing this engine drew an eight-bottom P. & O. 6.68

acres in 172.4 minutes, exerting a recorded draw-bar pull of 6595 lbs. The fuel used was 25.82 lbs. per acre. Awarded 391.9 points equivalent to third place.

Entry 22, second in its class, was an Aultman-Taylor engine, which developed an average of 54.32 h.p. on a fuel consumption of 80.5 lbs during the two hours economy test. In the half hour maximum test this engine produced an average b.h.p. of 61.20 on a consumption of 24 lbs. of fuel. This engine drew a 7-bottom Deere plow over 5.71 acres in 144.7 minutes, yielding a recorded pull of 5716 lbs. and a fuel consumption per acre of 21.54 lbs. It was awarded 415.45 points.

Entry No. 23 was a Rumely engine that developed an average h.p. of 51.40 on a fuel consumption of 72.5 lbs. in the two hour test, while in the half hour maximum it developed an average b.h.p. of 76.51 on a fuel consumption of 31.5 lbs.

This engine pulled an 8 and a 9 bottom Rumely plow, handling 7.03 acres in 191.6 minutes. It recorded an average draw-bar pull of 6880 lbs. and used 18.38 lbs. of fuel per acre plowed. This engine, although penalized for setting plows, was awarded the first prize in its class, having 449.75 points.

Entry No. 24, was a J. I. Case, engine that gave the two hour results as a development of 52.85 average h.p. and a fuel supply of 124.5 lbs. In the half hour maximum test it showed an average b.h.p. of 70.08 with a fuel consumption of 49 lbs.

It drew a 8—bottom Case-Sattley plow, doing 6.96 acres in 189 minutes. It exerted a recorded draw-bar pull of 6,550 lbs.,



I.H.C. 25 h.p. Kerosene Tractor, Hauling a four-bottom P. & O. Plow
(Gold Medal Winner Class D)



The Gould, Shapley and Muir "Ideal" Tractor pulling a four-bottom Cockshutt Engine Gang (Silver Medal Winner Class B)

and had a fuel consumption of 32.65 lbs. per acre. This engine was awarded 318.3 points, fourth in its class.

Class F.

Steam Engines of piston displacement of 60 or under (calculated per formula in Rules and Conditions).

There was only one entry in this class, No 25, an engine of J. I. Case manufacture. In the two hour brake economy test, it developed an average h.p. of 41.29 on a coal consumption of 345.5 lbs., while in the 30 minutes maximum test at the brake it gave an average b.h.p. of 63.35 with a coal consumption of 145 lbs.

In the plowing test, it pulled a six-bottom Case-Sattley plow, turning over 5.13 acres in 156.2 minutes. The recorded pull it gave was 5060 lbs., and the coal used per acre was 149.12 lbs; the



The Sawyer-Massey Gas Tractor handling a Five-Bottom John Deere Plow.

—its water per acre being 800.4 lbs. It was awarded 437.5 points.

Class H.

Steam engines of a piston displacement of 100 or over (calculated as per given formula).

In this class there were two entries, the first being No. 27, from the J. I. Case firm. Their engine developed 105.79 of an average h.p. in the two hours economy test, using 636.75 pounds of coal. In the half-hour maximum test it gave 144.22 of an average b.h.p. on 230 lbs. of coal. It pulled a 12—bottom Case-Sattley plow, covering 10.37 acres of prairie in 164 minutes. Its recorded pull amounting to 9750 lbs., while it used 99.32 lbs. of coal and 935.8 lbs. of water per acre plowed. Awarded 442.85 points and first prize. The other entry—No. 29—was from the Sawyer-Massey Co., an engine that produced in the two hour economy run 78.72 of an average h.p., using 665 lbs of coal. In the half-hour maximum test it averaged 99.14 b.h.p. using 219.5 lbs. of coals.

In the plowing test this engine drew a 10 bottom Deere plow, doing 8.12 acres in 164 minutes, and recorded 7900 lbs force on the draw-bar. It used 155.97 lbs. of coal and 981.5 lbs. of water per acre plowed. Score for second place 364.15 points.

It may be of interest to note that the cost of fuel per acre plowed varied in gasoline engines from 36.8 cents per acre to 57.8 cents per acre; in the kerosene types from 33.7 cents per acre to 59.9 cents per acre.

In the steam engine classes the cost per acre plowed varied from 42.2 cents to 66.3 cents per acre, although these figures cannot be taken as conclusive regarding the economy of any particular type of engine. A more full conception of the individual contestants can be obtained by our readers perusing the exhaustive data prepared by the judges, which appears on other pages in this issue. In the computations of the

(Continued on page 36.)



An Avery Gasoline Tractor with a five-bottom Avery Self-Lift Plow (Bronze Medal Winner Class B)

water used being 984.4 lbs. per acre plowed. This engine registered 389 points.

Class G.

Steam Engines of piston displacement of over 60 and under 100 (calculated per given formula).

The J. I. Case engine, No 26, was the only entry in this class. In the two hour economy test it

developed 77.23 of an average h.p. consuming 585 lbs of coal. In the half hour maximum test, it gave 93.08 b.h.p. with a consumption of 246.75 lbs of coal.

In plowing this entry pulled a 10—bottom Case-Sattley plow, doing 8.47 acres in 161.8 minutes. Its recorded pull on the draw-bar was 8050 lbs., and its coal consumption per acre was 97.58 lbs.



The Rumely 15-30 Oil Pull Tractor hauling a five-bottom Rumely Engine Gang (Silver Medal Winner Class D)



The I.H.C. 45 h.p. Gasoline Tractor pulling a nine-bottom P. and O. Engine Gang (Silver Medal Winner Class C)

JUDGES RECORDS OF MAXIMUM BRAKE TEST AND PLOWING TEST AS PERFORMED JULY 3rd TO 20th, 1912, BY THE CANADIAN

Class 76 Section	Entry Number	Maker's Name.	HALF-HOUR MAXIMUM BRAKE TEST										PLOWING TEST									
			Total Time Running Minutes	Time Lost Due to Engines	Average B.H.P. Developed	R.P.M. of Pulley	R.P.M. of Engine	Fuel used in lbs.	Horse Power—Hours per Unit of Fuel	Water used in Imperial Gals.	H.P. Hours per 100 Gals. Water			Number of Bottoms	Width of Plow Inches	Maker of Plow	Miles travelled (not including turns)	Length of Furrow— Feet	No. of times across Field	Average Width of Plowed Land—Feet	Acres Plowed	
B.—Gasoline	2	Canadian Heer	30	O	21.26	454.3	454.3	7.25	1.466	O	..			4	14	Cockshutt	6	3955	8	37.6	3.41	
	3	Avery	"	"	33.93	496.3	496.3	9.25	1.834	2.89	586.0			4 & 5	"	Avery	"	"	"	42.9	3.90	
	4	J. I. Case	"	"	35.11	462.6	462.6	11.0	1.595	1.50	1170			5	"	Case-Sattley	"	"	"	47.0	4.27	
	5	Goold, Shapley & Muir	"	"	34.38	393.5	393.5	13.0	1.322	O	..			4	"	Cockshutt	"	"	"	37.5	3.41	
	6	Inter'nt'lH'vs'trCo.	"	"	44.05	432.9	432.9	15.0	1.468	16.62	132.6			5	"	Oliver	"	"	"	46.4	4.21	
C.—Gasoline	7	Sawyer-Massey	30	O	40.65	269.4	538.8	14.25	1.426	0.75	270.9			5	"	Deere	"	"	"	46.7	4.24	
	8	Inter'nt'lH'vs'trCo	"	"	62.95	322.0	322.0	19.5	1.614	8.05	391.9			9 & 10	"	P. & O.	"	"	"	88.1	8.00	
	9	" " "	"	"	60.83	369.6	369.6	22.5	1.352	1.25	243.4			8	"	Oliver	"	"	"	75.8	6.79	
	11	Canadian Holt	30	O	53.25	631.0	631.0	18.5	1.439	O	..			7 & 8	"	Cockshutt	"	"	"	67.6	6.14	
	12	Aultman-Taylor	"	"	73.41	516.8	516.8	21.5	1.707	12.50	293.6			9	"	Deere	"	"	"	81.2	7.38	
	13	J. I. Case	"	"	68.43	347.1	347.1	32.0	1.069	10.62	322.1			10	"	Case-Sattley	"	"	"	92.1	8.36	
	15	Diamond Iron W'ks	"	"	57.30	544.0	544.0	28.75	0.996	3.60	796.0			10	"	Deere	"	"	"	90.9	8.25	
D.—Kerosene	1	Canadian Heer	30	O	21.87	457.0	457.0	17.5	0.625	0.60	1820					Withdrawn						
	16	Rumely	"	"	36.97	395.5	399.5	21.5	0.859	3.06	604.2			5	"	Rumely	"	"	"	45.5	4.13	
	18	Inter'nt'lH'vs'trCo.	"	"	28.79	379.7	379.7	11.75	1.225	5.07	283.8			4	"	P. & O.	"	"	"	34.7	3.16	
	19	Avery	"	"	27.32	442.2	442.2	13.75	0.993	1.65	827.9			4	"	Avery	"	"	"	37.3	3.39	
E.—Kerosene	21	Inter'nt'lH'vs'trCo.	30	O	57.66	370.6	370.6	20.5	1.406	7.10	406.1			8	"	P. & O.	"	"	"	73.6	6.68	
	22	Aultman-Taylor	"	"	61.20	525.4	525.4	24.0	1.275	11.25	272.0			7	"	Deere	"	"	"	62.9	5.71	
	23	Rumely	"	"	76.51	375.0	375.0	31.5	1.214	5.00	765.1			8 & 9	"	Rumely	"	"	"	77.4	7.03	
	24	J. I. Case	"	"	70.08	374.2	374.2	49.0	0.715	11.87	295.0			8	"	Case-Sattley	"	"	"	76.7	6.96	
F.—Steam	25	J. I. Case	30	O	63.35	267.5	267.5	145	21.84	120	26.39			6	"	Case-Sattley	"	"	"	56.5	5.13	
G.—Steam	26	J. I. Case	30	O	93.08	251.6	251.6	246.75	18.87	169.6	27.44			10	"	Case-Sattley	"	"	"	93.3	8.47	
H.—Steam	27	J. I. Case	30	O	144.22	239.9	239.9	230	31.35	201.8	35.73			12	"	Case-Sattley	"	"	"	114.2	10.37	
	29	Sawyer-Massey	30	"	99.14	235.9	235.9	219.5	22.58	143.4	34.56			10	"	Deere	"	"	"	89.4	8.12	

THE VARIOUS ENGINES IN THE MOTOR COMPETITION, HELD AT WINNIPEG, INDUSTRIAL EXHIBITION ASSOCIATION

PLOWING TEST

	Time lost due to Plows, &c.—Minutes	Time lost due to Engines—Minutes	Time required turning—Minutes	Actual Time Plowing Minutes	Acres Plowed per Hour	Miles Travelled per Acre Plowed	Average Draw-Bar Pull—Lbs.	Average Draw-Bar Horse Power	Fuel used, including turns—Lbs.	Draw-Bar Horse Power—Hours per Unit of Fuel	Lbs Fuel used per Acre Plowed	Water used—Lbs.	Lbs. Water used per Acre Plowed	Average Draw-Bar Pull per 14-in. Plow	Draw-Bar Horse Power per Acre per Hour	Possible Miles Travelled without Replenishing Fuel	Possible Miles Travelled without Replenishing Water	Possible Acres Plowed without Replenishing Fuel	Possible Acres Plowed without Replenishing Water	Lbs. Water per Draw- Bar Horse Power— Hours	Cost of Fuel per Acre Plowed—Cents	Entry Number	Draw-Bar Horse Power—Hours
5	14.0	4.5	7.2	212.8	0.96	1.76	3010	13.56	70.5	0.682	20.67	4.5	1.32	752	14.09	14.10	91.6	8.0	16.1	.094	57.6	2	48.1
0	5.5	0	5.7	174.8	1.34	1.54	3135	17.22	65.5	0.765	16.79	91.5	23.46	660	12.85	14.56	13.9	9.5	90.0	1.83	46.8	3	50.1
2	0	0	6.0	182.2	1.41	1.41	4450	23.41	70.25	1.012	16.45	4.25	0.99	890	16.64	32.00	322.0	22.4	229	.060	45.8	4	71.1
0	13.0	0	8.0	163.0	1.26	1.76	3680	21.64	58.5	1.005	17.15	10.75	3.15	920	17.24	24.20	67.5	13.8	38.4	.183	47.8	5	58.8
0	4.0	0	7.5	169.5	1.49	1.42	3610	20.42	79.5	0.726	18.88	302.75	71.90	722	13.70	25.1	20.0	17.6	14.0	5.25	52.6	6	57.7
8	4.5	0	8.5	189.8	1.34	1.41	4985	25.20	98.75	0.807	23.29	9.5	2.24	977	18.79	15.7	182.0	11.1	128.5	.119	64.9	7	79.7
0	3.0	0	9.5	187.5	2.56	0.75	6669	34.10	107.0	0.996	13.38	420.0	52.50	684	13.31	20.3	16.5	27.0	22.0	3.94	37.3	8	106.6
4	5.2	0	8.5	171.7	2.37	0.88	6430	35.91	141.0	0.729	20.76	87.75	12.92	804	15.13	13.1	61.8	14.9	70.0	85.4	57.8	9	102.7
0	0	0	8.0	169.0	2.18	0.98	6338	35.96	94.0	1.077	15.30	0	0	874	16.51	20.8	21.3	42.6	11	101.3
0	0	0	9.0	144.0	3.08	0.81	7080	47.14	97.5	1.160	13.22	408.0	55.30	787	15.33	22.0	15.9	27.1	19.6	3.61	36.8	12	113.1
0	4.0	3.0	7.0	198.0	2.53	0.72	7700	37.29	155.75	0.789	18.63	488.5	58.43	770	14.72	26.2	13.0	36.6	18.0	3.97	51.9	13	123.0
5	1.5	2.0	9.5	198.5	2.49	0.73	7350	35.50	156.5	0.750	18.96	0	0	735	14.24	12.4	17.0	52.8	15	117.4
																						1	
40	7.0	0.7	8.0	188.3	1.32	1.45	4400	22.40	124.25	0.566	30.08	176.0	42.60	880	17.02	11.5	8.9	7.9	6.15	2.50	55.2	16	70.3
0	0	0	14.0	179.0	1.06	1.89	3450	18.48	76.5	0.721	24.21	223.5	70.72	863	17.45	25.2	12.7	13.6	6.66	4.05	44.4	18	55.1
0	2.5	2.2	6.8	172.5	1.18	1.77	2900	16.12	G 3.0 K105.0	0.429	31.85	50.0	14.74	725	13.67	8.8	25.5	5.1	14.4	1.08	58.4	19	46.3
40	4.0	0	7.6	172.4	2.32	0.90	6595	36.67	G 1.0 K171.5	0.611	25.82	196.75	29.45	828	15.76	10.7	27.5	12.0	30.6	1.87	47.4	21	105.4
0	3	7.3	144.7	2.37	1.05	5716	37.88	G 8.0 K115.0	0.743	21.54	374.5	65.58	817	16.00	17.5	17.3	16.6	16.5	4.10	39.5	22	91.3	
8.4	0	17.6	191.6	2.20	0.85	6880	34.42	K129.25	0.851	18.38	167.5	23.82	834	15.62	24.7	25.0	29.1	29.0	1.52	33.7	23	109.9	
0	3.0	0.5	13.4	189.1	2.21	0.86	6550	33.22	G 0.25 K227.0	0.461	32.65	619.0	88.93	819	15.04	18.0	10.1	20.8	11.8	5.91	59.9	24	104.7
99	7.7	8.6	7.4	156.2	1.97	1.17	5060	31.06	765	10.57	149.12	5050	984.4	843	15.75	7.8	1.7	6.7	1.45	62.45	63.4	25	80.9
0	2.2	0	7.0	161.8	3.14	0.71	8050	47.69	826.5	15.56	97.58	6780	800.4	805	15.18	8.8	1.8	12.4	2.5	52.70	41.5	26	128.6
80	7.0	0	7.0	164.0	3.79	0.58	9750	57.00	1030.0	15.13	99.32	9704	935.8	812	15.02	12.6	1.8	21.8	2.3	62.28	42.2	27	155.8
80	7.5	3	11.8	164.0	2.97	0.74	7900	46.17	1266.5	9.97	155.97	7970	981.5	790	15.55	3.7	2.0	16.9	2.7	63.13	66.3	29	126.2

CASE makes Best

in 1912

Wins Gold Medal for Steam Engine



THIS 110 H.P. STEAM ENGINE BREAKS ALL WINNIPEG RECORDS AND NEVER FAILED TO WIN WHEN ENTERED



60 H.P. STEAM ENGINE



40 H.P. STEAM ENGINE

These Steam Engines broke all Winnipeg Records and were awarded diplomas instead of Gold Medals, because no manufacturers dared to compete in these classes against Case.

WE have stated in the past that there could be no close competition between Case Engines and those of other makes. When Case competes, it is only against its own records. The truth of these statements is made doubly apparent by the 1912 contest; the nearest competitor in 1912 used 60% more coal per acre than Case. The best competitor's record in 1911 shows over 90% more coal used per acre than Case used in 1912. These results prove conclusively the dominance of the Case Steam Engine and the wisdom of the Case policy in continuing its progress in perfecting and refining the Steam Engine. Thus it has been proven by every possible test that the Case Steam Engines in competition and in every-day performance stand in a class by themselves. Here are shown the results of the 1910, 1911 and 1912 Winnipeg contests tabulated for easy comparison of the Steam Engines in different classes. The figures are *official* and speak for themselves.

Summary of Brake and Plowing Tests in 1910, 1911 and 1912 Winnipeg Contests for Steam Engines

	Coal Required to Deliver 10 H. P. for 10 Hours		Coal Required to Plow One Acre
	At the Fly-Wheel	At the Draw-Bar	
Entrant No. 13-1910	416 lbs.	906 lbs.	147 2 lbs.
Case 75 H.-P. No. 14-1910	359 "	746 "	120.6 "
Entrant No. 15-1910	362 "	832 "	149 6 "
Case 110 H.-P. No. 16-1910	304 "	716 "	99.2 "
Entrant No. 17-1910	407 "	817 "	120.8 "
Entrant No. F26-1911	557 "		
Entrant No. F27-1911	500 "	1593 "	236.1 "
Entrant No. G28-1911	399 "	1490 "	189 2 "
Entrant No. G29-1911	387 "	1900 "	208 0 "
Entrant No. G30-1911	462 "		
Entrant No. G31-1911	452 "	1365 "	206.6 "
Case 80 H.-P. No. 26-1912	379 "	644 "	97.5 "
Case 110 H.-P. No. 27-1912	301 "	660 "	99.3 "
Entrant No. 29-1912	423 "	1004 "	155 9 "

14 Steam Engines were exhibited at the Winnipeg Fair-grounds, entered by 8 manufacturers. Why weren't they entered in the contest? Because their makers knew that they would have no chance to even make a creditable showing against the Case Engines.

Send for Catalog on Case Steam Engines for all purposes.

Every Case Sale is backed by Case Service—65 Branches

J.I. CASE THRESHING MACHINE

CANADIAN BRANCHES, TORONTO

CASE
ONLY
TO
GOLD
STEAM
CLAS



Records at Winnipeg

Motor Contest

Wins Gold Medal for Gas Tractor

SE,
TRANT
VN
EDALS
TH
SOLINE
S.



The Winnipeg Motor Contest is International, under supervision of the Canadian Government and open to all Manufacturers of Farm Power Machinery.

The remarkable performance of the Case 40 H. P. Gas Tractor at the Winnipeg contest is more evidence of the Absolute Protection afforded by the Case Policy.

It has always been the Policy of the Case Company to do their experimenting at their own expense—not at the expense of the customer. Before a machine or improvement is allowed to go on the market under the Case name, it is tried out time and again by the severest tests that can be devised—subjected to strains and conditions far more severe than will ever be encountered in actual every day use—so that when we are finally satisfied to put the name "Case" on anything, you know beyond all question of doubt that you can safely bank on everything we claim for it.

The Case Gas Tractor is the result of 20 years of experimenting in the Case Laboratories and in the Field. It is backed and guaranteed by the 70-year reputation of the Case Company as builders of Reliable Machinery. Therefore, when we placed it on the market, we knew it was "right" down to the smallest detail of its construction.

By winning the Gold Medal in competition with the pick of the world's best makes, the Case Gas Tractor has given a demonstration of Low Fuel Consumption, Power, Ease of Operation and Perfect Work under severe Field Conditions never equalled by a Gas Tractor.

How can any buyer, in the face of such overwhelming evidence of the All-round Superiority of the Case Gas Tractor, figure that he is getting the worth of his money in purchasing any other?

Every Farm Power User and every one considering the purchase of a Gas Tractor either now or in the future, is vitally interested in learning about the many improvements in Gas Tractor building embodied in the Tractor that proved itself best by winning the Gold Medal at Winnipeg. It certainly wouldn't be wise to buy a Gas Tractor without at least investigating the Case.

Every Case 40 Gas Tractor is an exact duplicate of the one that won the Gold Medal at Winnipeg. They are on exhibition at all our Branch houses as well as the Case 60 H. P. Oil Tractor. Call at our nearest branch house and have them explain it to you, or if you can't do that, write us at once and we will mail you complete specifications and other information of vital interest.

Houses and 10,000 Dealers in United States and Canada.

CO. RACINE · WIS · U · S · A · INCORPORATED
WINNIPEG · REGINA & CALGARY

JUDGES SCORE SHEET OF THE CANADIAN INDUSTRIAL EXHIBITION

CLASS 76 Section	Entry Number	Maker's Name	ECONOMY BRAKE TEST					MAXIMUM BRAKE TEST					Draw bar
			Highest Pos'ble No. of Points	Intern'l Comb. Steam	145	15	30	190	35	20	10	65	
					140	35	15	190	35	20	10	65	
					H.P. Hours per unit of Fuel	H.P. Hours per unit of Water	Steadiness Vibration Condition	Total	H.P. Maxim'm H.P. Economy	Evenness of Load	Condition of Engine	Total	
B.—Gasoline	2	Canadian Heer			125.5	15	20.4	160.9	17	14	9	40	8
	3	Avery			124	7.2	23.6	154.8	25	18	10	53	9
	4	J. I. Case			128	14.2	23.9	166.1	14	18	10	42	12
	5	Goold, Shapley & Muir			105.7	15	18.3	138.9	15	17	10	42	12
	6	International Harvester Co.			132.8	6.8	18.8	158.4	23	15	9	47	8
C.—Gasoline	7	Sawyer-Massey			97.8	14	26.4	138.2	23	18	10	51	9
	8	International Harvester Co.			134.1	6.1	19.5	159.7	18.5	19	10	47.5	12
	9	" " "			123	6.6	21.5	151.1	23.5	17	10	50.5	8
	11	Canadian Holt			108.8	15	25	148.3	20.5	17	9	46.5	12
	12	Aultman-Taylor			145	5.9	24.4	175.3	23	18	10	51	14
	13	J. I. Case			104.3	6.4	22.6	133.3	22.5	19	10	51.5	9
	15	Diamond Iron Works			88.7	14.5	25	128.2	18	17	10	45	9
D.—Kerosene	1	Canadian Heer			114.2	14.2	20	148.4	17.5	14	9	40.5	
	16	Rumely			92.1	7.3	20.3	119.7	29.5	19	10	58.5	9
	18	International Harvester Co.			124.6	6.1	21.3	152	18.5	19	10	47.5	11
	19	Avery			135.5	11.2	21	167.7	14	17	8	39	7
E.—Kerosene	21	International Harvester Co.			131.4	6.5	23	160.9	21	19	10	50	10
	22	Aultman-Taylor			138	6.4	27.7	172.1	18.5	18	10	46.5	12
	23	Rumely			145	9.9	20.9	175.8	31	16	10	57	14
	24	J. I. Case			86.9	5.9	23.9	116.7	25.5	17	9	51.5	7
F.—Steam	25	J. I. Case			100.3	29.6	13.5	143.9	33	15	10	58	8
G.—Steam	26	J. I. Case			111.3	33.5	14.1	158.9	21	18	10	49	12
H.—Steam	27	J. I. Case			140	15	7.45	167.45	27	18	10	55	11
	29	Sawyer-Massey			99.8	34.8	8.95	143.55	23	14	10	47	7

Cause of Penalties : No. 11 for withdrawing from brake test to adjust engine.

No. 19 for Company's representative talking

ASSOCIATION MOTOR COMPETITION HELD AT WINNIPEG JULY 3-20, 1912

PLOWING TEST								DESIGN AND CONSTRUCTION					Points Penalised	Total Points	Rank	Entry No.
15	25	15	10	—	10	215		15	10	5	30					
Hours per Unit of Water	Acres Plowed per hour per Econ. Brake H.P.	Quality of Plowing	Distance travelled without replenishing Fuel	Distance travelled without replenishing Water	Condition of Engine	Total		Accessibility	Protection of Working Parts	Ease of Manipulation	Total					
4.5	23.4	9	4.4		10	143.7		10.5	6	4.25	20.75			365.35	5	2
4.5	24.7	10	4.5		10	153		8.25	6.25	4.25	18.75			379.55	3	3
4.5	19.1	9.75	10		10	185.35		6.75	6.75	4.75	18.25			411.7	1	4
4.5	17.8	9.5	7.6		10	180.7		12.75	6	4	22.75			384.35	2	5
5	20.2	8.5	7.8		10	138.9		11	6.75	4.25	22			366.3	4	6
4.5	19.7	8.5	4.9		10	155		8.75	6.75	4.5	20			364.2	5	7
7.5	21.8	9.75	6.3		10	175.55		11	5.75	4.25	21			403.75	2	8
3.5	22.9	7.75	4.1		10	146.25		9.5	7.25	4.75	21.5			369.35	4	9
5	23	10.25	6.5		10	194.55		11.25	5.25	3.75	20.25		29	380.6	3	11
8	25	9.25	6.9		10	199.15		10.75	7	4.5	22.25			447.7	1	12
7.5	21.8	10.25	8.2		10	152.95		10.75	8.5	4.25	23.5			361.25	6	13
5	22.9	9.25	3.9		10	151.45		8.5	8.75	3.5	20.75			345.4	7	15
Withdrawn								10.5	6	4.25	20.75					1
10	24.6	10.5	4.6		10	152.8		11.5	7	4.5	23			354	2	16
7.5	19.8	10.25	10		10	176.15		10.5	7.25	4.75	22.5			398.15	1	18
3	20.4	9	3.5		10	126.5		8.25	6.25	4.25	18.75		15	336.95	3	19
1.5	22.8	10.5	4.2		10	159.5		9.5	7.25	4.75	21.5			391.9	3	21
7.2	20.8	7.5	6.9		10	174.6		10.75	7	4.5	22.25			415.45	2	22
2	20.4	11.25	9.8		10	203.45		10.25	6.75	4.5	21.5		8	449.75	1	23
4.8	19.9	9	7.1		10	126.6		10.75	8.5	4.25	23.5			318.3	4	24
9.5	22.7	9.5	3.1	4.3	10	160.6		13.5	8	4	26.5			389	1	25
5	19.6	10.5	3.5	4.5	10	203.1		13.5	8	4	26.5			437.5	1	26
9.6	17.1	8.5	5	4.5	10	191.4		15	8	5	29			442.85	1	27
8.5	18	11	1.5	5	10	150.9		14	8	4	27			364.15	2	29

to operator during the brake test.

No. 23 for setting plows deeper when dynamometer readings were being taken.

Accuracy.

Accuracy is one of the essentials of the dealer who hopes to succeed. Names, addresses, shipping instructions, dates, special terms, unless accurate in detail, result in a great deal of correspondence, annoyance, trouble and dispute.

"More haste, less speed," is as true in the implement business as in any line, and the zeal to accomplish results frequently makes progress slower than it would be were a little time taken.

A dealer should never be ashamed to consult his price-list, that is what it is there for and consulting it is no proof of lack of ability. Always see that your customer's name is spelled correctly, for most men are annoyed when they receive an invoice or a letter with their name incorrectly spelled upon it.

Don't assume too much about the firm knowing about the buyer, his address and other details.

Trust nothing to custom or memory, write it down and, therefore, you have it at hand when you require a reference.

Be accurate and everlastingly so, always remembering that the man who requires the least supervision is the most valuable. The more guidance a man requires the more unlikely he is to be called to larger responsibilities.

The Value of Testimonials.

Does the dealer ever consider the following methods of using present customers as a means towards developing his trade? Beyond the personal word of the farmer who has used your goods there is the possibility of having him grant you permission to print and use his opinion of certain implements or machinery as a testimonial. This can be used advantageously in many ways. In fact, if you can get such a written guarantee from a customer you have in a sense, fastened his trade, for there are few men, who having once publicly announced their support or verdict for a commodity, will take back their opinion or fail to evidence their sincerity by continuance of use.

A certain implement dealer in New York went to a number of prominent farmers who had dealt with him, and secured from them permission to photograph their implements while in operation in the fields, then he urbanely asked them if they would mind his printing a few words of appreciation at the bottom, followed

CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

F. D. BLAKELY, Manager

822-3 UNION BANK BUILDING

Telephone Main 518

WINNIPEG, CANADA

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign \$1.25 per year.

Single Copies, Ten Cents

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, AUGUST, 1912.

by their signature—they, of course, having the privilege of approving or condemning the sentiments their signatures endorsed, which were shown them before printing. The result for the dealer was a large number of interesting and valuable testimonials, which he subsequently used in a great variety of ways.

For instance such photos can be made into a handsome booklet and distributed to prospective and present customers. It will be found that recipients of such booklets are keenly interested in them because they contain photos of people and places that they know, and in which they have interest.

Again such views and testimonials make good showing as an advertisement in your local paper. Use them along with a brief, snappy description of the particular implement, and do not dare to quote a price.

The testimonial binds the writer to you as a customer. He is flattered that you use his opinion and publish him as an authority and it will take a lot of argument from your competitor to prove to him that you and your machines are not the goods from start to finish.

Direct it Your Way.

A great many farmers are obsessed all the time with one idea that they should direct their energies towards getting more land. From a common-

sense stand-point, it seems to us that often they bite off more than they can chew, that they would have greatly benefited had they only improved and made more productive the land that they had. Its all a question of taste but, personally, we would rather have a well stocked homestead and a decent house and barn, than twice or three times the acreage, a few antiquated implements and a shack for a home. Land hunger is the curse of one type of farmer. The dealer can easily pick out such a farmer for he will be fond to be a poor payer as he invests what he has in additional land, and increased tillage expense. In many cases it is no good to consider him as a prospect in the gasoline engine line, but the average farmer who really wants to improve his homestead and lighten his labor is the man you want to go after. He may have gone and put away a lot of savings in a flash new automobile, that he does not know how to repair and when broken he has to wait three months for the spare parts to come along. Get after him and show him how he can have an engine that will pump water through his house, letting him have modern sanitary accommodation, that will drive his grindstone, circular saw, feed mill, cream separator and washing machine. Beyond even this, how good an investment for him to get a small electric light plant and storage batteries

whereby he can have a safe and clean illuminant through all his barns and house. The farmer must be impressed by the fact that he is somebody big, that he is not a mere rooter on the prairie. Get him in the proper and compliant state, the state of mind wherein he feels he is progressing, and he will spend a thousand dollars—while in the reverse mood he will stand all day haggling over 25 cents in the price of a shovel. If the man is properly attuned to your reasoning its as easy for you to sell him a gasoline engine as a baby's rattle.

Efficiency in Industry.

It has been computed by a statistician that American industry is only thirty per cent efficient. If so, the sooner American industry awakes to the situation, the better for its future welfare. Are we, then, wasting nearly seventy per cent of our time, energy and money?

Could a few changes in industrial administration abolish starvation in cities, the surplus population of the unemployed that exists during certain months, in short could they place America generally in a position where she could depend not upon her exceptional but upon her failing resources for commercial pre-eminence. If that seventy per cent of waste were eliminated men would work less laboriously, receive higher wages and deliver a better and cheaper product. By figures it has been proven time and again that manufacturing plants, railway repair shops, and building construction work have been and are being carried on in a wasteful manner, and a remedy offered in a recent volume by Harrington Emerson — "The Twelve Principles of Efficiency" — should be thoughtfully studied. It is no untried experiment, but a plan that has already spelled success in many instances. Briefly, it is to furnish the old-line organization with standards, and to supplement it with staff organization. Organization as it was, should no more resent this aid than the commander of a submarine should resent the squeaking of the mouse that warns him of the presence of poisonous and dangerous gases. Surveys should be run in modern industrial concerns to determine the conditions of machines and tools, between what men are actually doing and what they

should do; the relation between current costs and standard costs; the speed of movement of work in operation; the degree of efficiency in handling and checking work. The old method of finding the costs of the component parts of a machine or an implement after the completion of the work, is superseded by the new method of anticipating these costs; predetermination of results is the main characteristic of modern methods on the cost accounting side.

Whereas, in the past, the repair cost of a locomotive ran from eight cents to twelve cents per mile, by the adoption of an efficiency system this cost had been reduced to six cents as a maximum cost.

The Reason they Failed.

According to the carefully tabulated investigations of one of the mercantile agencies, of the 12,646 failures in the United States in the year 1911, about one-third were directly attributable to insufficient capital for carrying on the business. The percentages due to the various causes are stated as follows:

Lack of capital.....	31.4
Incompetence	27.0
Specific conditions.....	16.9
Fraud	10.6
Inexperience	4.1
Competition	2.9
Neglect	2.2
Unwise credit	2.0
Failures of others.....	1.3
Extravagance9
Speculation7

Assuming the foregoing to be fairly accurate there may be food for speculation in it for the retail implement dealers. A dealer who has had serious strains upon his capital when starting business, has the further uncertainty of time payments always with him. It is true that power and machines require money—capital—the lack of which brought failure to those 12,000 men in the United States, yet the manufacturer and the jobber know the difficulties of the retail trade about as well as those who actually have to confront them daily, and the cohesion of the dealers as a whole undoubtedly means greater solidity when the time comes when one of their number has perforce to enlist in the army above noted.

The Need of Canada for Dealers.

A contemporary trade journal across the line comments on the need of Western Canada for implement dealers. Enlarging on the great expectations of the

Canadian West for the wheat crop of 1912, this journal says:

"One of the greatest needs of that country, according to men who claim to be familiar with the situation, is implement dealers.

Many of the trading places have nothing in the way of an implement establishment, and the farmers around them are compelled to go long distances to buy what they need, or send their orders to the distributing centers. When such orders are received it is the practice of certain wholesale and distributing houses to make an effort to persuade somebody to open a retail store. In some cases men without any experience in the implement trade have engaged in the business and are doing well.

The implement trade in the United States can spare most of the so-called dealers who are handling lines on a commission basis, or doing a scalping business. In Western Canada there is an opportunity for men of their experience to become firmly established as real dealers within a short time."

Regarding the inexperienced implement dealer doing well—the point is open to question.

It is rather like the Scotch divine who met one of the members of his congregation going home—after having dined not wisely but too well.

"Going home, John, I presume?" queried the minister.

"Sometimes, Meenister, jist sometimes," was the answer of the candid one as he proceeded onwards in the ratio of two steps forward to one step backward.

In Times of Trouble.

Be optimistic—you don't have to hunt trouble, for it's always on tap. David Harum must have known all about the traveling salesman when he said that, "it's a good thing for a dog to have fleas—they keep him scratching and he forgets he is a dog." These may not have been his exact words, but he meant that. It is a good thing sometimes to have troubles—they make life more lively.

When you are feeling blue and life looks like a mud fence after a hard rain turn on the tap of your optimism fount and let her flicker for all she's worth. If you can't cheer yourself up any other way, start thinking about the hard luck some of your friends

may be having—there is nothing that sounds like a hallelujah chorus so much as the sound your heart makes when you hear the other fellow telling his troubles and you realize that you are not the only sufferer. Comparisons are good things sometimes.

A Dealers Dinner Menu.

At a convention of Hardware and Implement Dealers held at Amarillo, Texas, the members were entertained by the local Traveling Men's Club. The banquet was a most elaborate affair and the separate courses clung strictly to the things that the trade would have a taste for. The menu was as follows:

Liquid Primer	
Panhandle Oil	
Barb Wire	Rifle Bullets
Bailed Clawhammer	
Dynamite	
Sheep Shears with Chilled Shot	
Special Baked Plumb Bobs	
Assorted Screws and Drivers	
Giant Carriage Bolts	
Asbestos Packing	Roof Caps
Imported Putty	
Black Asphaltum	
Doubletrees and Singletrees.	

Obituary.

We regret to announce the death of Ralph P. Gilette, eldest son of L. C. Gilette of the Minneapolis Steel and Machinery Co., of Minneapolis. On the 12th July, while seeking shelter under a tree, during a thunderstorm, on the Interlachen golf club links Mr. Gilette was struck and instantly killed by lightning.

His wife was on her way to the club-house at the time and was prostrated when she arrived there and learned of the death of her husband.

The deceased was one of the best known of the younger business men of Minneapolis, and was exceedingly popular. He graduated from the University of Minnesota in 1902, and was a star football player while in the university. Much sympathy is felt for his wife who sustained so great a shock owing to his sudden death.

Mr. Gilette, held the position of Manager of Mechanical Sales for the Minneapolis Steel and Machinery Co., a post that will now be filled by W.I. Barnard, who formerly was in charge of the Canadian Sales of that Company with head office at Regina.

Personal.

F. L. McKenzie is selling his implement business at Warner.

P. Hudson has given up his implement business in Tessier. He will be succeeded by Howard Brothers.

Thomas Tunnah, who used to run an implement business at Rosthern, has been replaced by John Kwasnica.

A. Ernst has take over the implement business at Viscount that previously was managed by Jacob Miller.

Grondin Bros. are the owners of a new implement store in Viceroy, where they hope to do a thriving local trade.

The business in implements carried on at Morse by Jas. R. McKenzie, has recently been taken over by R. Meekling.

We regret to learn that Gillespie Bros. implement dealers in Teulon, have had the misfortune to be completely burned out.

The firm of Harmon and Mackay, Castor, have dissolved partnership, F. G. Harmon now carrying on the business alone.

Arthur Embury is the name of an implement dealer who has replaced the brothers McPhee in their implement store in White-wood.

C. W. Ferry has opened up a new implement concern in Bratton. We trust that he may find that center a good one for business.

The Moose Jaw Distributing Co., Ltd., have taken over the implement business formerly carried on in that city by Williamson Clark.

A new implement concern has recently started operations in Meacham, where they do business under the heading of Knutson and Anderson.

James Oliver, the popular manager of the Hamilton, Ont. plant of the Oliver Plow Company was in evidence at the Plowing Contest at Winnipeg Fair.

Alfred Langstrom has succeeded to the implement and machinery concern formerly carried on in Plunkett by two brothers named Dalgarme.

Harold McCormick, treasurer of the International Harvester Company was present at the trials of their engines at the Motor Contest in Winnipeg.

The firm of Sullivan and Stevenson, implement dealers in Kisley, has sustained a change in its personel. The latter partner has now retired from the bus-

iness which is to be carried on under the sole supervision of J. G. Sullivan.

Wilson & Conway, implement dealers of Zealandia have recently dissolved partnership, the latter partner retiring. S. A. Wilson will carry on the business alone.

John Holt, of Stockton, California, former vice-president of the Holt Manufacturing Company of Calgary, was an interested spectator of the motor contest at the Winnipeg Fair.

The town of Gadsby has got a new adjunct to the local implement world, in the personality of George H. McIntyre who has recently opened up an implement store at that point.

O. A. Borgen, who runs an implement concern in the town of Drinkwater, has recently opened a branch business at Avonlea. We trust that his enterprise may procure him good results.

Spicer and Michelson, is the title that graces a new signboard in the town of Insinger. These partners have commenced business there, dealing in agricultural implements and lumber.

George S. Hamilton of the P. & O. company field force came all the way from Dallas, Texas, via Canton, Ill. to the Exhibition

at Winnipeg, where he took part in the motor and plowing contests.

Brown and Steer are two partners who used to run an implement and blacksmithing concern at Walpole. They have recently dissolved partnership, H. Steer carrying on the business alone.

It is pretty hard to say it properly but we want to make you aware that the firm of Gudmundson and Kristjanson of Wynyard, has changed its name and management, now trading under the title of Kristjanson and Thorlakson.

C. Heer of the Heer Engine Co., Portsmouth, Ohio, was in Winnipeg at the International Motor Competition, where his Company had a 2 cylinder gasoline tractor of 20-25 horse power, with their four wheel drive system on exhibition.

M. C. Meigs, advertising manager of the J. I. Case Co., acted as fireman on the No. 25, Case 40 h.p. steam tractor in the Plow contest. He made a decided hit with the crowd, proving himself an adept coal shover as well as an adept in producing ad. matter.

Robert H. Mathews, has removed his implement business from the town of Radville, and

has pitched his tent in Bengough where he hopes to do good business.

E. N. Wheeler of the Spalding Tilling Machine Company of Cleveland, Ohio, was an interested visitor at the Canadian Industrial Exhibition, Winnipeg, and also at the Inter-Provincial Fair at Brandon, at both of which his company showed a full line of their goods.

The Tudhope Anderson Company produced a splendid exhibit of Tudhope Automobiles at the Calgary Fair. S. H. Roe, the genial manager of the Calgary branch of that concern reported that the actual sales made during the Fair more than justified the expense incurred.

Johnstone Bros., Hanley, used to have two irons in the fire, as they ran a hotel and also an implement business. Some people maintain that the hotel business pays, but, in Hanley the implement business must pay even better as these brothers have disposed of their hotel.

John MacVickar, who was in charge of the Sawyer-Massey exhibit at the Winnipeg Fair makes the claim that he attended Winnipeg's first fair in 1871, since when he has not missed a single fair. We opine that John about holds the record for attendance at Canadian Fairs.

A. W. Shields of Melbourne, Australia, spent a couple of days in Winnipeg recently. This gentleman is manager for the Massey-Harris Company, Limited for the state of Victoria and also for the island of Tasmania. On his trip he is being accompanied by his wife and daughter.

Among the many firms who suffered heavy loss by the disastrous advent of the cyclone at Regina, the following are those implement concerns who sustained most damage and financial loss during that terrible Sunday evening: The John Deere Plow Co.; The McCusker Implement Co.; Massey-Harris Co. Ltd. and the Tudhope Anderson Co. Ltd.

J. W. Pagard, implement dealer of Young, Sask. dropped in to see us while he was in Winnipeg at the Fair. He reports business in the Young district to be especially good, largely aided by the large development of the railway systems locally, and is optimistic regarding the implement line throughout the territory. While in Winnipeg he supplemented by a large order the hardware side of his store which he recently added to his business.

During the Exhibition at Winnipeg the Cockshutt Plow com-

pany were visited by many of those interested in the implement business.

Among others may be mentioned, J. Adams, manager of the Saskatoon branch of the company, G. Harold, manager of the Regina branch of the company, Geo. Wedlake, E. W. Hutchinson and J. M. Scott, from the Brantford factory of the Cockshutt Plow Co.

Another interested visitor was Mr. Henry James Thorpe of South Africa. This gentleman is manager in South Africa for G. North & Sons, Pietermaritzburg, Natal, who handles the sales of Cockshutt goods throughout that country. During his business tour through the United States and Canada, he has visited the Cockshutt factories at Brantford, Ont. and also their factories in the States. He was keenly interested in the processes of manufacture while visiting the different plants, and has gone West to see the farmer of Canada at work, and to compare Canadian agriculture with that of the African veldt. He is to sail from Vancouver on this return journey towards the Southern Cross, via New Zealand and Australia.

Rogans Philosophy on Payments

The only difference betwene wages an' salary is thot ye git th' first by workin' f'r ither paypul wid ye'r hands, an' ye git salary by workin' ither paypul wid ye'r head.

"Whin it do come roite" down to pullin' stumps, th' profits iv th' boss an' th' salary iv th' clerk shud be figured from th' same dollars, f'r both iv thim is daypindint on th' earnin's iv th' invistid capital. Ye got to go aven further nor thot an' consider aich man, woman an' kid in th' business as representin' so manny dollars. Ye an' ye'r boss aich riprysints so manny shares iv stock, an' onless aich share is held at par an' earin' at laist savin's bank interest, th' stock is aither watered or th' business is lockin' up idle capital—an' there, is moighty few cases iv th' last condition.

"Ye say ye are gittin' sivynty-foive a mont' and th' boss spins twice ye'r salary, or eighteen hundred, f'r a nawtymubble, so ye think ye ain't gittin' ye'r share. Mebbe so, an' mebbe not.

"Accordin' to what I rade in th' pa-apers, th' average net earnin's iv retail business is earnin's per cint. Now, th' boss, loike ye, shud earn th' divvy-dinds on th' stock his labor,

IMPLEMENT DEALERS!

YOU CAN SAVE

Twenty per cent. of your

INSURANCE EXPENSE

AND GET RELIABLE PROTECTION
IN A STRONG WESTERN COMPANY. - - BUT THIS IS ONLY
ONE OF THE MANY ADVANTAGES
OF BEING A MEMBER OF - - -

The Interprovincial Retail - -
Implement Dealers' Association.

Do you want to know more
about it? Fill in the
slip and mail
to-day

To **F. D. BLAKELY,** Secretary, The Interprovincial Retail Implement Dealers' Association,
822 Union Bank Building, Winnipeg.

Please let me
have further information
about how to reduce my
INSURANCE EXPENSE

Name

Address

riprysints. Worruk done shud be paid th' same no difference who does it. Carryin' a kag iv nails from th' cellar is just as much worruk f'r th' boss as it is f'r ye. So th' boss shud have a salary ripry-sinted in th' divvydinds on th' stock he is. Av coorse, th' boss riprysints more shares iv stock nor ye do, f'r he shud be paid f'r th' mental labor iv ray-sponsibility iv a nature thot only th' owners iv a business can carry.

Another Tractor in Canadian West.

W. H. Newton of Minneapolis, Minn. who has for some time been sales manager in that city for the Farmer's Tractor Company is at present in Winnipeg. He is engaged in completing the organization of the Farmer's Selling Company, a concern that will handle the sales of the "Farmer's Tractor" in Canada.

This tractor is a 22-35 h.p. engine using either oil or gasoline, and weighing 6,700 pounds. The manufacturers have found it to be most successful in the south, where engines capable of handling four fourteen inch plows are in demand and command a ready sale.

An Implement Exhibition in Russia.

The Imperial Agricultural Society of Russia announces the establishment at Rostov-on-Don, in South Russia, of a great exhibition of all types of agricultural implements and machinery. This exhibition is to last nearly a year, excluding the period from Sept. 14 to Oct. 28 next, when the usual annual exhibition is held, for which special rules are laid down. The city of Rostov is the local point for the vast tracts of wheat bearing steppes of Southern Russia, a vast acreage of land not unlike the prairies of Saskatchewan and Alberta. The cost of space for the exhibition are about 5 rubles per square arshin, which, in our coinage, works out at about 50 cents per square foot.

The Age of Advertisement.

In a paper to the National Gas Engine Association at Milwaukee, Frank E. Long said:

"It is the age of publicity. This is the day of advertised products.

"Men wear Hart, Schaffner & Marx and Kuppenheimer clothes,

over B. D. V. or Poroknit underwear. They wear Holeproof or Everwear hose, supported by Paris garters—and Regal Shoes.

"They wear Arrow shirts and collars, or Fource, Kremenz collar buttons, Keiser, Baratheia cravats and Knox hats, and they wipe their noses with Seal-Pack-erchiefs.

"Women are even more ardent advertising "fans" than men. Not only do they insist upon advertised products in their garments of feminine finery, but they insist that the home things shall be advertised things.

"Thus Heinz's 57 Varieties are the staple foods in thousands of homes, Campbell's soups are the beginnings of countless dinners all over the land every day. People heat their homes with advertised radiation systems. They drink advertised beverages, read advertised books, live in the very atmosphere of advertising all the time.

"It is simply phenomenal how the simple, straight-forward announcements of reputable manufacturers get seen, get read, get believed."

The only thing that we can think of of adding to the list is the fact that when we are born

we advertise the fact with a howling campaign. We are fed on advertised baby food out of a patent and advertised bottle and are rocked to sleep in an advertised cradle. Through life, as Mr. Long says, we are haunted within and without by advertising, and when we die we are placed in a nice oaken overcoat advertised by the casket company as the "comfortable coffin." Even, after we are dead, we are not content but hew out our name on solid stone and plant it above our premises so that even from the shades we may slam our advertisement at the long-suffering public.

Plows in Southern England.

Around Plymouth, in the south of England, there are two factories which turn out about 1,500 plows annually. These plows are sold all over England, and have a good reputation, while one of the two concerns make large sales of plows and other agricultural machinery to Argentina. In the south of England the only foreign plows sold come from the United States, who import a large number annually into that district.

The American firms who send these plows make it their business to send representatives to call on the local buyers and to establish agencies, as in that district no business of any importance can be secured by correspondence alone. The plow most in demand in the south of England is the reversible or one-way plow, turning a furrow to either right or left by reversing. The plow, including handles, is all iron and retails for £9 (\$43.80). Manufacturers of these plows allow the English dealers a profit of 25 to 30 per cent.

Ford Adding to Canadian Plant.

A large tract of river front property adjoining the firm's present Canadian plant at Walkerville has been acquired for the erection of a large addition to the factory. When this is completed accomodation will be had for the employment of over 2,000 men. It is stated that the Canadian business has improved wonderfully this year and the increased space required is the result of the inability of the present Canadian plant to keep up with the demand.

Ann Arbor

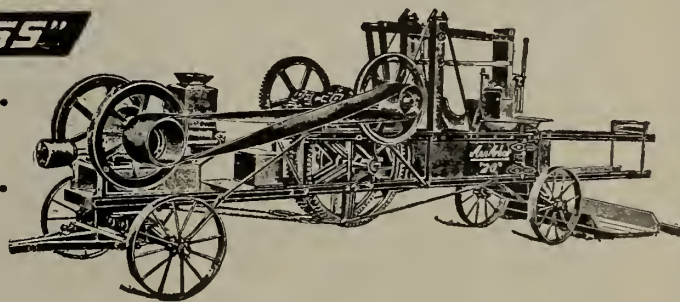
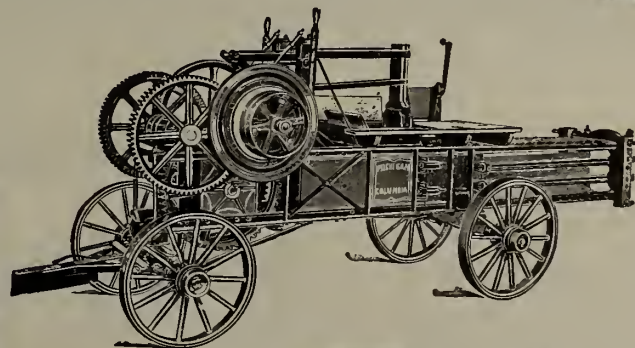
"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.

Capacity 20 to 35 Tons in 10 Hours

ANN ARBOR "20" for 3 1/2-6 H.P.

Capacity 12 to 25 Tons in 10 Hours



ANN ARBOR "Columbia" for 10

to 16 H.P. Steam or Gasoline

Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"

32 in. Feed Hole

Capacity 10 to 20 Tons in 10 Hours

Agents wanted for large portion of North-Western Canada. Big Inducements Offered.



Write for
New Catalog
No. 43

RIGHT PRESSES and PRICES to secure the Baler Trade.

Ann Arbor Machine Co.,

**ANN ARBOR, MICHIGAN
U.S.A.**

Bigger Profits From



Six bottom John Deere Engine Gang with the Sawyer Massey Gas Tractor

Large Capacity Implements are Most Economical.

Because they save expense, that is, because the power and labor used accomplish more, or to put it in another way, less power and labor is required in proportion to the amount of work done.

Not only does it pay from the view-point of saving expense, but better results can be obtained. Often the plowing season is short. Plows of big capacity enable the farmer to have all his plowing done at the right time, getting the soil in the best possible condition, which will result in

BIGGER CROPS and BIGGER PROFITS.

The advantages that are realized by plowing with engine power are many.

The advantages that are realised by plowing with "John Deere Engine Plows" are so apparent, that any person considering the purchase of an engine plow, and the results that are to be obtained from same, cannot do themselves justice and overlook the many advantages that the owner of a John Deere Engine Gang experiences.

Quality of Work.

A plow must do good work, otherwise it does not pay to own it. John Deere Plows have the most successful field record behind them. Since John Deere invented **THE FIRST STEEL PLOW**, John Deere Plows have been in the lead. They do better work. This is not merely a statement, but it is a fact. A careful examination of the construction of these plows will convince any one that they are built in the most practical way. To see these plows in operation will demonstrate our claim.

Depth of furrow is regulated by a clevis at the ends of the beams, **JUST THE SAME WAY THAT YOU REGULATE THE DEPTH OF YOUR WALKING PLOW AND WHEEL PLOW.** This can be done while the plows are in operation. This one feature in itself is of sufficient importance to give the John Deere Engine Plows preference to any other.

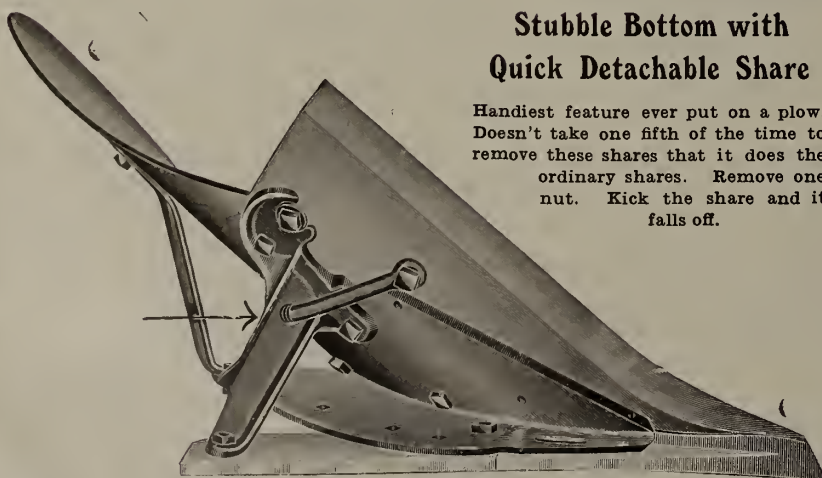


A ten bottom John Deere Engine Gang being pulled by Aultman Taylor Gas Tractor (Gold Medal Winner)

John Deere Plows JOHN DEERE

Stubble Bottom with Quick Detachable Share

Handiest feature ever put on a plow. Doesn't take one fifth of the time to remove these shares that it does the ordinary shares. Remove one nut. Kick the share and it falls off.



Share removed by taking off one nut.
Tighten one nut—Share is replaced.

BRANCHES:

Winnipeg,
Saskatoon, Edmonton,

Bigger Implements

Easiest to Handle.

No difficulty is experienced by clogging. The high arched beams give plenty clearance. Guage Wheel is located between the beams, and does not interfere with the rolling colter, or the adjustment of same. No time is wasted stopping to clear the trash away from between the colter and guage wheel.

Bottoms are built in pairs. (SAME PRINCIPLE AS YOUR HORSE GANG PLOW.) This is a great advantage. Each bottom is braced and kept in alignment by its companion bottom. This prevents winging and passing around obstructions instead of over them. Uniform work is thus obtained. One lever raises two bottoms. This means that one man can handle the entire plow. With a lever for each bottom, one man could not do this.

Lift is automatic. When the outfit is in motion, by releasing a lever the traction of the guage wheels forces it back, raising the bottoms.



(Note the fine work). A ten bottom John Deere Engine Gang with a Sawyer Massey Steam Engine (Silver Medal Winner)

Strongest Built.

John Deere Engine Gangs have the strength to stand the racket, but no unnecessary dead weight to use up power.

Frame is built of structural steel, hot riveted, not bolts. No nuts to work loose or bolts to drop out. Built and braced to stand all possible strain. Beams of high carbon steel, and by actual test are 60 per cent stronger than the next strongest.

John Deere Engine Plows can be used with any make of tractor.

Made with 4-6-8-10-12 or 14 bottoms. Can be equipped with stubble, rod or breaker bottoms.

Figure out this Engine Plow proposition from every side, and the John Deere Engine Gang will be the plow you will put behind your engine.

WRITE FOR SPECIAL BOOKLET THAT WILL GIVE FULL DETAILS.



John Deere eight bottom Plow with Aultman Taylor Gas Tractor (Silver Medal Winner)

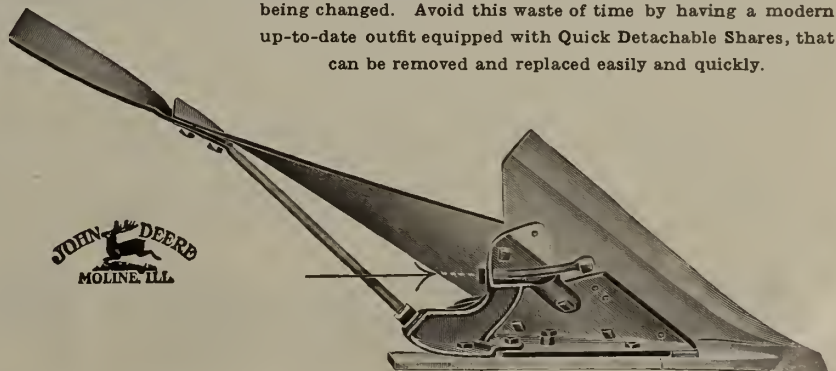
in Operation
PLOW CO. Ltd.

Write for Illustrated Booklet if you want the Engine Gang trade of your district.

Regina,
Calgary, Lethbridge.

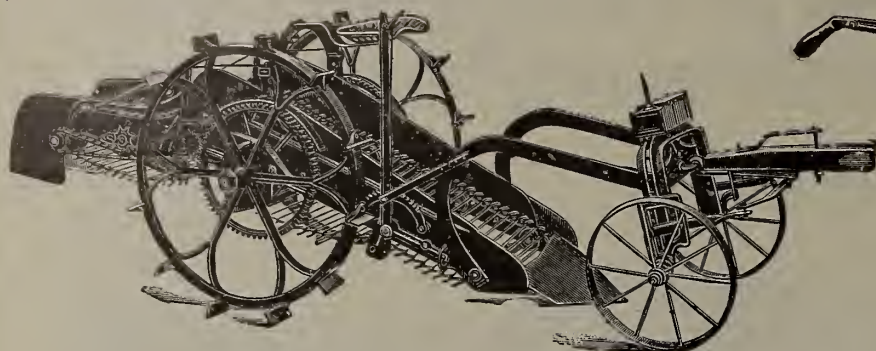
Breaker Bottom with Quick Detachable Share

Why have a high priced outfit like an Engine Gang standing idle hours, while Shares are being changed. Avoid this waste of time by having a modern up-to-date outfit equipped with Quick Detachable Shares, that can be removed and replaced easily and quickly.



Share removed by taking off one nut.
Tighten one nut—Share is replaced.

Dowden Potato Harvester



Dowden Potato Digger

THE Digger that works where others diggers fail—the digger that takes every potato out of stiff lands, clay, grass mud, weeds and stones, as well as clean lands. One enthusiastic owner of a Dowden writes us about its perfect work in grass and weeds four to six feet tall. We have hundreds of such reports on file. Let us show them to you. In some crops the Dowden digger actually pays for itself in the potatoes it saves. Write for the Dowden Book. It will tell you how this machine is made so strong that a brake need never be feared, and so simple that a boy can run it. Drop us a postal to-day. The book will come, so will our catalogue prices and full particulars..

Deere Potato Digger



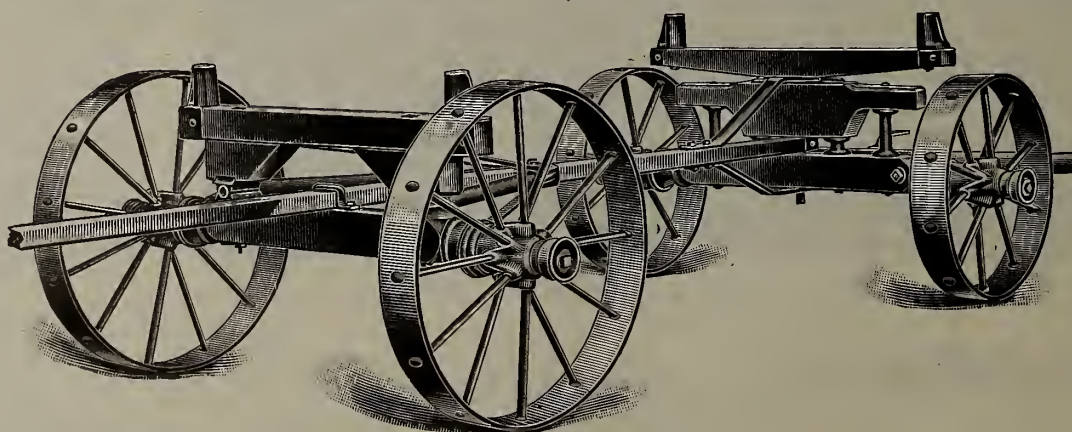
Shaker Digger with Fore Carriage

STEEL beam.—High natural temper steel blade.—Provided with weed fender and gauge wheel.—The shaker Digger has a perfectly flat blade and will not cut the potatoes. The rod grating is hinged at the front and is given an up-and-down shaking motion by the sprocket wheel at the rear. This shakes the dirt off from the tubers and leaves them clean and whole on top of the ground. The weed fender is intended to clear away weeds and vines, preparing the way for the blade. The digger is shipped with gauge wheel and fender unless ordered without.

The Forecarriage, or double gauge wheel which straddles the row, insures steady running of the Digger. The wheels have an up-and-down as well as an in-and-out adjustment.

METAL WHEEL TRUCKS

A NECESSITY ON THE FARM



No. 12 METAL WHEEL TRUCK.

We have other Styles of Metal Wheel Trucks in Stock. No. 11, No. 22 and No. 25. Also Metal Wheel Cook Trucks.

Save your regular farm wagon. By using one of these low cost useful farm trucks the regular farm wagon is saved from doing every dirty job around the farm.

USEFUL AND CONVENIENT.

One of the most useful things that can be added to the regular farm equipment is one of these Metal Wheel Trucks.

These trucks are low, heavy articles, are thus easily loaded and moved about as desired.

BUILT RIGHT.

Metal wheels with staggered spokes, grooved tires, thus protecting the heads of the spokes from wearing off. Select hickory axles, regular farm wagon skins, wood hounds, well braced. Built in every way to give the users satisfaction.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina.

Saskatoon.

Calgary.

Edmonton.

Lethbridge.

The Flax Tight Grain Tank

Flax
Tight
No
Grain
Lost



Exceptionally
Strong
Construction
Well
Finished

ABSOLUTELY GRAIN TIGHT

Built of well seasoned kiln dried fir matched, tongued and grooved. The joints at the intersection of the upright sections, and the flare at the sides are beveled and the union is formed with tongue and groove. Inserted between the sides and floor on either side is a $1 \times \frac{3}{8}$ inch angle iron running full length and securely fastened to the floor. **The Construction of this tank makes it absolutely Grain Tight.**

REINFORCED THE RIGHT WAY.

Five cleats of $1\frac{1}{2} \times 2\frac{1}{2}$ inch material support the sides. These cleats are further supported by $1\frac{1}{2} \times 1\frac{1}{2} \times 3$ -16in. Angle Iron bolted through the cleat and top board, the cleat and flare board, and at the bottom through

the cleat, the floor boards and the floor sill with $\frac{1}{2}$ inch angle iron. Sides are held together by 7-16 inch box rods, which are used at top and bottom, at each end and in the centre.

Floor is carried by five hardwood sills fastened to the sides and cleats with $\frac{1}{2}$ inch angle bolts.

Floor is constructed of $1\frac{1}{2}$ inch kiln dried stock surfaced, tongued and grooved.

These tanks are painted with two coats of green paint striped and varnished and are well finished in every respect. Satisfaction is assured the owners of these tanks as they are absolutely **Grain tight** and in **Construction perfect.**

MARSEILLES TUBULAR STEEL Portable Grain Elevator

Handles all kinds of Small Grain Satisfactorily.
Capacity of 15 to 20 Bushels per Minute.

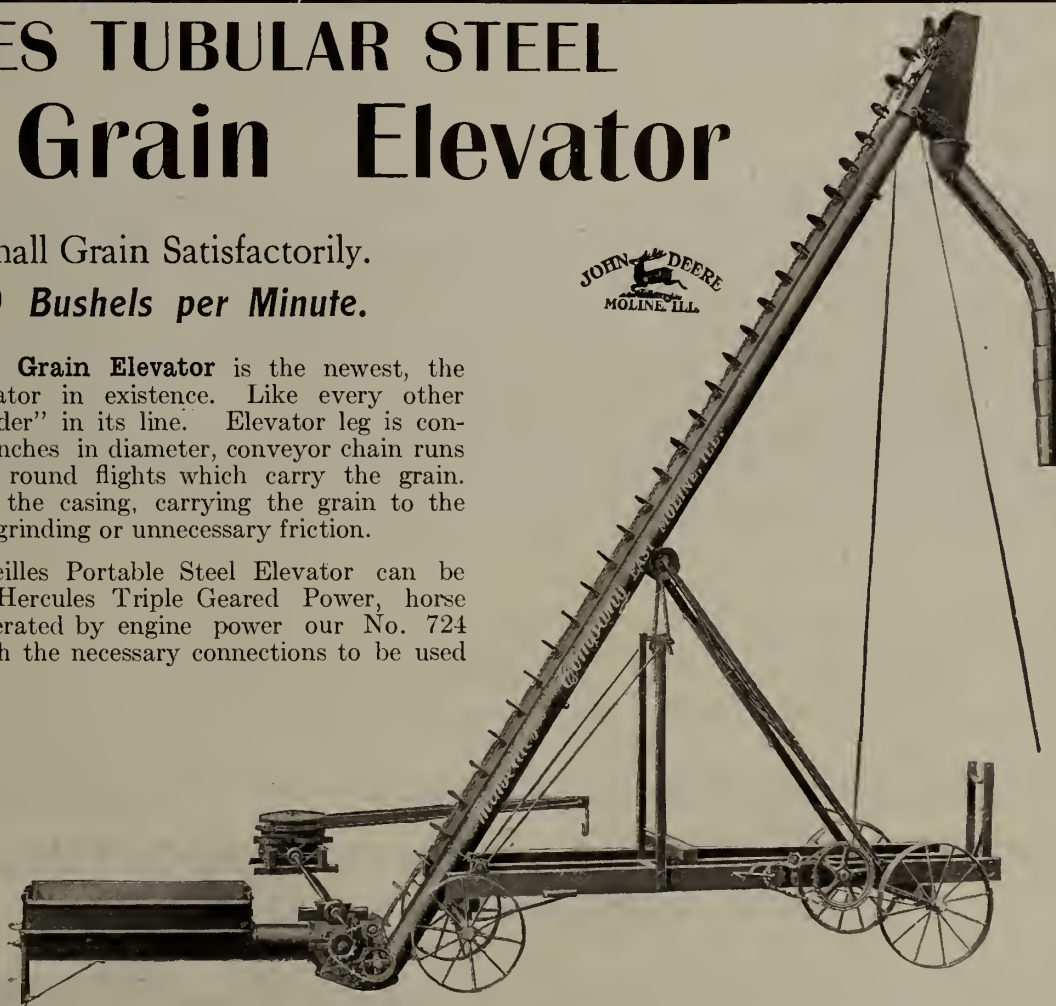
JOHN DEERE
MOLINE, ILL.

The **Marseilles Portable Steel Grain Elevator** is the newest, the simplest and most practical grain elevator in existence. Like every other "John Deere" product it is the "leader" in its line. Elevator leg is constructed of 3-16 inch well casing $6\frac{1}{4}$ inches in diameter, conveyor chain runs through this casing and is fitted with round flights which carry the grain. These flights are fitted accurately to the casing, carrying the grain to the elevator head, smoothly and without grinding or unnecessary friction.

Horse or Engine Power. Marseilles Portable Steel Elevator can be operated by our No. 255 Two-horse Hercules Triple Geared Power, horse power or gasoline engine. When operated by engine power our No. 724 engine attachment can be supplied with the necessary connections to be used with the horse power outfit.

Adjustable Feed. This elevator is equipped with adjustable feed which is a very valuable feature when operating with a small engine, the quantity of grain elevated can conform with the power of the engine and whatever quantity desired can be elevated.

Easily Handled. By merely turning a hand crank the elevator can be quickly lowered to horizontal position for transportation purposes.



HORSE POWER OUTFIT WITH SWIVEL FLEXIBLE DISCHARGE SPOUT

Stocked in Two Sizes: No. 759 is equipped with a 23 foot tube. No. 760 same as No. 759 but with a 28 foot tube.

No. 724 Engine Attachment for Horse Power Outfit. No. 255 Two-Horse Hercules Triple Geared Power with 1 14-foot Large Tumbling Rod, 1 Large Coupling, 1 Block Rest and Compound Coupling.

Write for special booklet giving full details.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge

DATA AND AWARDS OF ENGINE GANG PLOW COMPETITION.
CANADIAN INDUSTRIAL EXHIBITION, WINNIPEG, JULY, 1912.

Entry Number	Maker's Name and Class	No. of Bottoms	Style of Coulter	No. of Bottoms per lever	Plow Standard Curved or Straight	Gauge Wheels		Wheels under Frame			Average Draw-Bar Pull	Draw-Bar Pull per Plow	Weight of Plow fully equipped. Lbs.	Certified Retail Selling Price F.O.B. Winnipeg.	HIGHEST POSSIBLE SCORE								Awarded
						Diameter—Ins.	Width—Ins.	Number	Diameter—Ins.	Width—Ins.					40	15	10	10	5	5	5	90	
															Draft	Evenness of Depth	Lay of Furrow Slices	Ease of Adjustment and Manipulation.	In and out at ends	Straightness of Furrow	Stops	Total Points Scored	
02	Class A. 6 bottoms or under Avery Co.	5	Fin.	Self- lift	Straight	13	4	2	23	5	2780	556	3400	\$600.00	40	11	8	9	2.75	4	5	79.75	1
03	J. I. Case Plow Works	5	Rolling	2	Curved	14	3	4	20	6	5800	1160	4430	\$540.00	19.1	10	6	6	3	3	5	52.1	3
04	Rumely	6	Rolling	1	Curved	16	3½	3	24	8	4580	763	4053	\$475.00	30	12	8.25	7	4	4	5	70.25	2
07	Class B. Over 6 bottoms. Avery Co.	8	Fin.	Self- lift	Straight	13	4	4	24	8	6560	820	6875	\$900.00	27	11	7.5	9	3	4.5	5	67.0	1
08	J. I. Case Plow Works	8	Rolling	2	Curved	14	3	4	3 24 1 20	3 8 1 6	7000	875	6276	\$680.00	25.4	11	7	6	3.5	3	5	60.9	3
010	Rumely	10	Rolling	1	Curved	16	3½	3	24	8	8750	875	6758	\$825.00	25.4	12	8.5	7	3	4	5	64.9	2

Furrows 14-in. wide, 3½-in. deep. No stops were made.

The First Engine Gang Plow Competition.

Canadian Industrial Exhibition, Winnipeg, July 1912.

In the Engine Gang Plow Competition, unfortunately very few concerns came forward for the event, only three companies entering for the two classes.

The Competition was in two sections (1) plows of six bottoms or under, and (2) plows of over six bottoms. The first entry, No. 02, in the first section was by the Avery Company, who put forward a five bottom, 14 inch, fin coulter self-lift plow. Its gauge wheels were 13 in. dia.

by 4 in. wide, and it had two wheels of 23 in. dia. by 5 in. wide under the frame, also its draw bar pull was 2780 lbs. This entry weighed, when fully equipped, 3,400 pounds, and was valued at \$600. Out of a possible 90 points this plow was awarded 79.75 points, getting first place in its class.

No. 03 was a five-bottom, 14 in. J I Case plow, equipped with a rolling coulter, two bottoms per lever being its adjustment move-

ment. It was a curved plow with 14 in. dia. by 3 in. gauge wheels, and with 4 20 in. by 6 in. wheels under the frame. The weight of this plow was 4,430 pounds and it was valued at \$540, while the average drawbar pull it recorded was 5,800 lbs. It had a total of 52.1 points, getting 3rd in its class.

The Rumely Co. were responsible for No. 04, a six-bottom 14 in. plow with rolling coulter. It had a lever to every bottom and

was a curved type plow. Its gauge wheels were 16 in. by 3¼ in., also three 24 in. by 8 in. wheels under the frame. The average draw-bar pull it recorded was 4,580 lbs., its weight 4,053 lbs., while it was valued at \$475. This plow was awarded second place in its class with a total of 70.25 points.

In Section 2, for plows over six bottoms, entry No. 07 was by the Avery Company, an eight-bottom, 14 in. self-lift plow, straight type with a fin coulter. Its gauge wheels were 13 in. by 4 in., with 4 wheels 24 in. by 8 in. under the frame. Its average recorded draw-bar pull was 6,560 lbs. while the plow weighed 6,875 lbs and was valued at \$900. This entry annexed first prize in its class with a total of 67 points.

The second entry was by the J I Case Plow Co., No. 08, an eight-bottom, 14 in. curved type, rolling coulter plow, having an adjustment of two bottoms per lever. Its gauge wheels were 14 in. by 3 in., and it had four under frame wheels, 3 of which were 24 in. by 8 in., and one 20 in. by 6 in. The weight of the plow was 6,276 lbs fully equipped, and its average recorded draw-bar pull was 7,000 lbs. It was valued at \$680 and got third place in its class with 60.9 points.

Entry No. 010 was by the Rumely Plow Co., a ten-bottom 14 in. curved plow with rolling

Agents! This is Your Opportunity

GOOD CROPS MEAN NEW BARN.

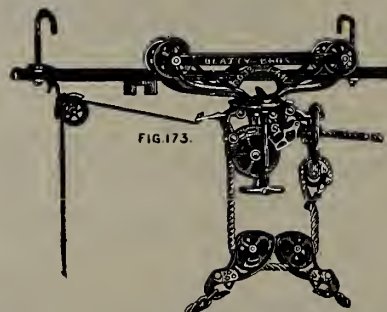
Every new barn needs a Hay Carrier for filling it. Be prepared to get this trade. A post card will bring you the BT Catalogue and prices. The BT line of Barn Equipment includes everything for horse stables or cow stables—Hay Carriers and Slings, Litter and Feed Carriers, Horse Stable Fittings, Iron Feed Boxes, Hay Rack Clamps, Ladders, Steel Stanchions and Cow Stalls.

All our Agricultural Colleges and Farm Papers are advocating mixed farming—mixed farming means that barns must go up, and in the next few years in every district of Western Canada thousands of dollars must be invested in barn equipment. It will be a profitable line for the dealers, as it is, at the present time, in the South and East. Write now and get the agency for the largest line. Our travellers will help you get the trade started. No other line is so well advertised. Write today.

We want Agents for BT Hay Tools.

BEATTY BROS., BRANDON, MAN.

Head Office and Factory: FERGUS, ONT.



The "BT" Sling Car

coulter, each bottom having a separate lever. Its gauge wheels were 16 in. by $3\frac{1}{4}$ in. and it had three under frame wheels of 24 in. by 8 in. It weighed 6,758 lbs. and exerted an average draw-bar pull of 8,750 pounds. This plow was valued at \$825, and registering 64.9 points was awarded second prize in its class. Fourteen inch furrows, $3\frac{1}{2}$ inches deep were the sizes set by the judges for the competition.

These judges for the Engine Gang Plow Contest were S. A. Bedford, deputy minister of agriculture for Manitoba; A. Mackay, superintendent of the Dominion Experimental Farm at Indian Head, Sask. and W. C. McKilligan, superintendent of the experimental farm at Brandon Man. In connection with the plowing test for engine gang plows, the judges paid special attention to:

Evenness of depth of furrow, uniformity of thickness of the furrow slice, straightness of furrow, finish at the ends. In connection with evenness of the depth of furrow, the exact depth prescribed by the Judges must be maintained throughout the test.

The following are the points upon which the awards will be made:

1. Draft	40
2. Evenness of depth of furrow..	15
3. Lay of furrow slices	10
4. Evenness of cut of inside plow, and of thickness of furrow slice	10
5. Ease of adjustment and manipulation of plows	10
6. In and out at ends	5
7. Straightness of furrow	5
8. Stops attributable to plow.....	5

100

The Fetish of Efficiency.

In those times we are ever talking about efficiency. We talk of men, machines, and organizations as possessing efficiency. It lauds the goods in the advertisement and lavishes itself upon them in the descriptive catalogue. It is an over-worked word, and it badly wants a rest.

When everything about a people is for the time becoming weak and ineffective it begins to talk about efficiency.

So it is when a man's body is a wreck, he begins, for the first time to talk about health.

Vigorous organisms talk not about their processes but about their aims. There can be no better proof of the physical efficiency of man than that he talks cheerfully of a long journey that confronts him.

There can be no stronger sign of a coarse material health than

the tendency to run after high and wild ideas; it is in the first exuberance of infancy that we cry for the moon.

None of the stronger men of the world's strong ages would have understood what you meant when you prated of "working for efficiency." Danton, the French revolutionist, would have said that he was working not for efficiency but for liberty, equality and fraternity.

Even in the ideal of a strong man in simply the idea of kicking a man downstairs, he thinks of the end like a man, not of the mere process as a paralytic would. He does not say: "Efficiently elevating my right leg, using, you will observe, the muscles of the thigh and calf, which are in excellent condition, I —." His feeling is quite different. He is so filled

with the beautiful vision of the man lying on his back at the foot of the stair-case, that in that ecstasy the rest follows in a flash.

The time of big theories was the time of big results. In the era of sloppy sentiment at the end of the eighteenth century, men were robust and effective. The gallants of the days of chivalry were not all sighs and love sonnets. The hand that fondled the soft tresses of their lady-love could, when necessary, swing a sword right shrewdly, and both actions were regarded as common events of the day, without the necessity of any special mention of efficiency. The sentimentalists conquered Napoleon at Waterloo.

The cynics of to-day could not catch De Wet in South Africa.

A hundred years ago our affairs for good or evil were wielded triumphantly by rhetoricians.

Nowadays our affairs are hopelessly muddled by strong, silent men. Let us suppose that a great commotion rises in the street about something, let us say a lamppost which many influential persons want to pull down.

A gray-clad monk—the spirit of the Middle Ages—is approached upon the matter and begins to say in the pedantic manner of the schoolman: "Let us first consider, my brethren, the value of Light. If Light be in itself good—."

At this point somebody kindly swots him under the ear. All the people rush for the lamppost and it is down in two minutes while they all go about congratulating each other on their efficient action and decision.

But as things go on they don't work out so easily. Some people have pulled down the lamppost because they wanted electric light;



Avery 20-40 Gasoline Tractor demonstrating the Avery Power-Lift Plow at the 1912 Winnipeg Contest.

Avery No-Man "Self-Lift" Plow Sweeps the Field in the Winnipeg Plow Contest, winning All the Gold Medals. Avery Tractor proves Greatest Combination Gasoline and Kerosene Burning Tractor of its size built.

Analyze the Results of the Winnipeg Motor and Plow Contests, which cover only part of the points about a Tractor and Plow, and add to them All the other points and you will find these Four Important Facts clearly shown.

1. That the Avery Tractor will burn either Gasoline or Kerosene successfully and economically, and is the Greatest combination Gasoline and Kerosene burning Tractor of its size built.

2. That the Avery No-Man "Self-lift" Plow is absolutely in a class by itself in every way, and not only beyond comparison with any hand-lift engine gang because of its Power-Lift Self-Drop Device, but is also the lightest draft of any plow.

3. That the day of the heavy complicated Tractor is past and the Avery Light-weight, Simple Tractor marks a new stage in Tractor development and leads them all.

4. That the Avery "One-Man" Outfit plows the cheapest per acre of any Outfit of its size built today.

Get all the facts about the Tractor and No-Man "Self-Lift" Plow and the complete Avery Line of Power Farming, Threshing and Hauling Machinery.

WRITE for catalogs and apply for territory quick while the selling season is on.

Manufactured by AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian Representatives—**HAUG BROTHERS & NELLERMOE CO., LTD., WINNIPEG**

Distributing Warehouses: Regina, Calgary.

some because they wanted old iron; some because they wanted darkness because their deeds were evil.

Some thought it did not amount to much as a lamp post; some thought too much of it; some acted because they had it in for law and order and wanted to smash municipal machinery. Some went after it because they wanted to smash something!

So at the present day, on we go—war in the night and no man knows who he strikes, yet all yell of their efficiency as an individual, as a race, as a nation, as a human horde. But some day comes the conviction that the monk was right after all, and that all depends upon what is the real philosophy of efficiency. Only what they discussed under the gas lamp they must now discuss in the dark.

The Farmer and the Automobile.

It may be that some farmers have bought automobiles who could not afford them. Can we not find city men who have done the same thing? Furthermore, the farmer is far less likely to be infatuated over the automobile or anything else than would the comfort-living man of the city. In condemning the increasing use of the automobile, the pessimists have failed to discriminate wisely.

ly. They ought to have blamed the foolish farmer and also the foolish town-dweller. Anybody, ruralist or urbanite, who makes undue sacrifices of other obligations in order to sit at a steering gear is equally wrong whatever his location. There is, however, much to be said regarding the automobile and the farmer. Every sensible man, and every sensible farmer, knows the proper limit of his buying power. There need be little fear that he will overstep. No foolish man knows his limit and oversteps it every day. It is all due, obviously, to the variations in human character. Some men are more wise than unwise; some are more unwise than wise.

Yet, when all is said and done, farmers will buy automobiles whether it suits the theories of financiers, implement dealers or moralists, or otherwise.

And why should they not do so? The automobile and its less resplendent brother the gasoline engine, have made life on the farm livable. They made life for the farmer easier. Whereas, in the past, it took him five hours to go to the town for some necessity, today he can go there in less than half the time. It solidifies the social side of the country in a degree, as a unit in the world of pleasure.

Naturally we ask ourselves if it is profitable for the retailer to handle automobiles along with his other lines. It is true that some dealers do not conduct this side of their business at a profit, yet, taken as a first class, implement men are as good at modern selling as those in any other line of trade would be, so far as the automobile is concerned. No line of business to-day has a monopoly of good merchants. There are a few fundamentals that the dealer must keep in mind in order to successfully sell the automobile.

He must get cash for them, or, if he has ample capital, well secured, interest bearing notes. Also, he must see to it that he gets a fair price for the car. It is generally conceded that the cost of selling automobiles is somewhat higher than that of selling a general line of implements.

In any case, in dealing with any type of car, the dealer should figure his cost accurately, then demand the price that accords with his figures. It is true that the retail prices of automobiles are blazoned far and wide by means of great advertising systems, and the prospective purchaser of a car takes good care to inform himself of its value before he finally considers purchasing it.

This being so, the dealer is wise to handle only those makes on which he is allowed a fair margin of profit.

One retail dealer in Kansas sold \$237,000 worth of automobiles in his district during the year of 1911. His profits amounted to nothing less than a small fortune. Obviously his territory was good for this kind of sales, and he worked it persistently and energetically.

This dealer entertains no delusions about the cost of doing business. He "knows" it and applies it every time. Moreover he knows the automobile, and having a natural turn for salesmanship his making good is a foregone conclusion.

This is by no means phenomenal. It has been duplicated and surpassed in many other Western districts, and there exists districts in the States, aye and in Western Canada, where the same results may occur to the dealer of energy and initiative.

An Automobile Creed.

An agent for a well-known make of automobile, compiled the following original paragraph.

"Teach us to drive through life without skidding into other people's business. Preserve our before we are ditched. Help us brake lining that we may stop to find the knocks in our own motors and harken not so much to the clashing of the other man's gears. Teach us that lying about sales is not salesmanship. Lead us not into the temptation of joy-riding with other men's wives; and do the same for our wives. Keep the screws in our head as tight as we would like to have the screws in our automobiles and never let us overlook the fact that people who live in gasoline houses should not throw lighted matches around other people's houses."

Of course the bride doesn't marry the best man at her wedding, but she should try to make the best of the man she marries.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

GRAND
TRUNK
PACIFIC

REGINA-SASKATOON

GRAND
TRUNK
PACIFIC

EDMONTON

Over Night to Saskatoon and Regina. One Day to Edmonton.

The Daily Limited

Leaves at 6 p.m., arrives Regina 7.00 a.m., Saskatoon 8.18 a.m.,
Edmonton 9.00 p.m.

Electric lighted coaches, diners, sleepers. Western Canada's finest train over the best new railway ever constructed.

Regina Day Express

Leaves Winnipeg at 8.45 a.m., except Sunday, via beautiful Assiniboine and Qu'Appelle Valleys. Diner, parlor car. Elegant day coaches

GRAND
TRUNK
PACIFIC

CITY TICKET OFFICE: 260 Portage Avenue.
Phones: Main 5378 or 7098.

Tickets via all Transatlantic Lines and Cook's
Tours Agency.

GRAND
TRUNK
PACIFIC



The Emerson-Brantingham Company's Plant at Rockford, Illinois.

Emerson-Brantingham Buy Gas Traction, Geiser and Reeves.

The report of the consolidation embracing the Emerson-Brantingham Company of Rockford, Ill., and the Gas Traction Company of Minneapolis, Minn., is now confirmed by an authoritative announcement by the large concern in Rockford.

From the same source it has been learned that the Emerson Carriage Company, hitherto operated by a separate institution, is to be included in the merger, also, it is rumoured that the Emerson-Brantingham Company expects in the future to purchase plants producing well-known lines of threshing machinery, seeding machines and farm wagons.

The consolidation of the Emerson-Brantingham and Gas Traction companies was effected by the purchase of the big Minneapolis tractor concern by the former corporation. To meet the financial requirements of this and other contemplated purchases the capital stock of the Emerson-Brantingham Company has been increased to \$50,000,000. There will be no change in the name of the organization, but the official family will be made up of officers of the two concerns.

Several months ago the Emerson-Brantingham Company purchased the business of the LaCrosse Hay Tool Company of Chicago Heights, Ill., and it is now stated that this purchase really was the first step in the

proposed expansion of the company. Hereafter the LaCrosse line will be marketed under the name Emerson, in connection with the world famous "foot lift" implements made at the Rockford plant.

They have also announced the purchase of the Geiser Manufacturing Company of Waynesboro', Pa., also the concern of Reeves and Co., of Columbus, Ind.

The Geiser Manufacturing Company manufactures the Peerless line of steam engines and threshers, saw mills, stationary and portable gasoline engines, steam gang plows, road rollers, clover and alfalfa hullers, and baling presses.

The Geiser company was established in 1859 and its plant at Waynesboro' covers forty-five acres.

Reeves & Co. manufacture double cylinder and cross compound steam thresher and plowing engines, separators, clover hullers, corn shellers, automatic and pneumatic stackers, band cutters and feeders, huller feeders, single and double saw mills and steel presses.

The Reeves business has been established thirty-eight years.

OFFICERS OF THE ENLARGED COMPANY.

The enlarged company has elected the following officers:

President, C. S. Brantingham.

Vice-presidents, E. P. Lathrop and Fred Glover.

Secretary-treasurer, J. W. McLachlan.

Mr. Brantingham has been the head of the company for many years. Mr. Glover has been manager of the Gas Traction Company since its organization. Mr. McLachlan has long been connected with the Rockford company.

The companies to be included in the merger are not competitors. Each produces lines not heretofore made by the Emerson-Brantingham Company. When all of the contemplated purchases have been consummated the company will have one of the largest and most popular lines of machines on the market.

The various branch houses of the Emerson-Brantingham Company, heretofore conducted as separate concerns, will be embraced as parts of the new concern. In Western Canada the Tudhope-Anderson Company, of Winnipeg, Calgary, Regina, Saskatoon and Lethbridge will handle Emerson lines as in the past.

The Gasoline Engine.

The gasoline engine is the only hired man that the farmer can get on his place that won't flirt with the hired girl—yet it's the steadiest sparker on record.

In a perfectly platonic way, of course, it's the best friend the woman on the farm has.

It does more to free her from drudgery than any other agency,

while it enriches her mate as does no other machine.

Oddly enough, the Gasoline Engine would as soon go to work at three in the morning as at ten. It demands no limited working hours and does not belong to a union.

As long as it gets plenty to drink, it is not at all particular about quitting time. It works as hard and enthusiastically at six p.m. as at six a.m.

Generally speaking Western Canada is devoted to the growing of cereals. In this important industry the Gasoline Engine is as necessary as is oxygen to the support of human life.

As the average farm decreases in size each succeeding year, farming becomes more and more a manufacturing proposition, and the Gasoline Engine has long been a vital factor in the world of manufacture. Work must be efficient: In these modern days primitive toil alone is not enough.

Muscle cannot hope to compete with machinery.

Mechanical power is displaced by brawn in the world of the Western farmer.

The Gasoline Engine links the bounties of Nature to the comforts of a solid bank account; it is a boon to mankind—a promoter of human progress. Long may it chug—W. A. White.

Preserving the health by too strict a regimen is a wearisome malady.

DATA SHEET AND RECORDS OF ECONOMY LOADS AS CARRIED BY THE VARIO UNDER THE AUSPICES OF THE CANADIA

CLASS 76 Section	Entry Number.	Maker's Name	ENGINE DATA																	
			No. Cylinders	Dia. Cylinders— Ins.	Length of Stroke— Ins.	Total Piston Area Square Feet	Piston Speed Ft. per min. At Specified Speed	Piston Displacement		Horse Power (Steam) P x A x L 550	Rated R.P.M. of Engine	Rated R.P.M. of Drive Pulley	Rated H.P.	Maximum Brake H.P.	Dia. Pulley—Ins.	Width Pulley Face— Ins.	Dia. Front Wheels— Ins.	Face Front Wheels— Ins.	Distance Apart (Inside) Front Wheels	Dia. Drivers, Ins.
								At Specified Speed	At 700 Ft. per min. Piston Speed											
B.—Gasoline	2	Canadian Heer	2	7	8	.5346	600	320.8	374.2		450	450	20	25	20	8	50	12	54	50
	3	Avery Co.	2	7 ³ / ₄	8	.6552	666.7	436.8	458.6		500	500	20	35	22	8 ¹ / ₂	38	10	60	69
	4	J. I. Case	2	7 ³ / ₄	8	“	600	393.1	“		450	450	40-20	40	24	8 ¹ / ₂	38	8+4	44	66
	5	Goold, Shapley, Muir	2	8	10	.6982	633.3	442.2	488.7		380	380	22	35	26	8 ¹ / ₂	44	10	57	69
	6	International Harvester Co	2	8	10	“	708.3	494.5	“		425	425	30	24	10 ¹ / ₂	38	9	36 ³ / ₄	63
C.—Gasoline	7	Sawyer-Massey	4	6 ¹ / ₄	8	.8524	666.7 to 800	568.3 to 681.9	596.7		500 to 600	250 to 300	22	45	36	10	43	12	66	68
	8	International Harvester Co	2	9	14	.8836	782	690.7	618.5		335	335	45	28	10 ¹ / ₂	44	10	36 ¹ / ₂	75
	9	“ “	2	9 ¹ / ₂	12	.9844	800	787.5	689.1		400	400	45	30	12	40	15	64	73
	10	Goold, Shapley, Muir					With drawn													
	11	Canadian Holt	4	7	8	1.069	666.7	712.8	748.4		500	500	60	65	20 ¹ / ₂	12	36	12	1 wheel	38
	12	Aultman Taylor	4	7	9	“	750	801.9	“		500	500	30	60	24	10	44	12	55	90
	13	J. I. Case	2	10	12	1.091	700	763.6	763.6		350	350	30	60	32	12	42	12+6	32	72
	15	Diamond Iron Works	4	7 ¹ / ₄	8	1.147	800	917.4	802.8		600	600	40	60	27	10	42	10		
D.—Kerosene	1	Canadian Heer	2	7	8	.5346	600	320.8	374.2		450	450	20	25	20	8	50	12	54	50
	16	Rumely	1	10	12	.5454	750	409.0	381.8		375	375	15	30	30	9 ¹ / ₂	38	12	51	70
	18	International Harvester Co	1	10	12	“	800	436.3	“		400	400	25	30	12	38	15	68	73
	19	Avery Co.	2	7 ³ / ₄	8	.6552	666.7	436.8	458.6		500	500	20	35	22	8 ¹ / ₂	38	10	60	69
E.—Kerosene	20	International Harvester Co					With drawn													
	21	“ “	2	9 ¹ / ₂	12	.9844	800	787.5	689.1		400	400	45	30	12	44	15	64	73
	22	Aultman-Taylor	4	7	9	1.069	750	801.9	748.4		500	500	30	60	24	10	44	12	55	90
	23	Rumely	2	10	12	1.091	750	818.1	763.6		375	375	30	60	36	11	44	16	60	80
	24	J. I. Case	2	10	12	“	700	763.6	“		350	350	30	60	32	12	42	12+6	32	72
	25	J. I. Case	1	8 ¹ / ₄	10	.3712	416.7	154.7		51.8		250		40	40	10 ¹ / ₂	44	10	56	66
	26	J. I. Case	1	11	11	.6600	458.3	302.5		90.8		250		80	40	12	48	16	69	74
	27	J. I. Case	1	12	12	.7854	460.0	361.3		123.7		230		110	43 ¹ / ₂	16	53	20	55	85
	29	Sawyer-Massey	2	7 ³ / ₄ & 12 ¹ / ₂	11	1.180	421.7	497.5		134.2		230		106	41	12	43	15	43	68

(Continued from page 17.)
(Motor Contest.)

judges coal was valued at \$8.50 per ton of 2,000 lbs., gasoline at 19 $\frac{1}{2}$ cents per gallon of 7 lbs., and kerosene at 14 $\frac{1}{2}$ cents per gallon of 7.9 lbs.

A unit of coal was calculated as 100 lbs., while gasoline and kerosene were computed on a unit basis of one pound.

It was a representative body of the International Harvester Co., who were present at the Motor Contest and the Plowing Competition at the Canadian Industrial Exhibition in Winnipeg, and each and all of them

expressed themselves as pleased with that which they came forth to see.

The names of these gentlemen were:

J. F. Jones, Chicago, Canadian Sales Manager

E. A. Johnston, Chicago, Supt. of Tractor Works

E. M. Bunce, Chicago, Engineer

Frank Jarvis, Chicago, Engineer

J. L. Martin, Chicago, Experimental Dept.

H. B. Utley, Chicago, Manager Purchasing Dept.

H. A. Waterman, Milwaukee, General Supt. Milwaukee, Engine Works

S. Jackson, Milwaukee, Engineer

S. Edwards, Milwaukee, Superintendent

O. B. Zimmerman, Chicago, Experimental Dept.

Among the Western Canadian Managers of the International Harvester Companies' branches, there were present:

E. B. Gass, Manager, Brandon

W. P. Wells, Manager, Regina

R. H. Potter, Manager, Saskatoon

W. J. McCallum, Manager, Edmonton

J. A. Brookbank, Manager, Calgary

W. O. Lamb, Manager, Weyburn

Chas. McClenaghan, Manager, Lethbridge

P. F. Lanz, Manager, North Battleford

Among the firms represented and those who represented them at the Canadian Industrial Exhibition at Winnipeg, July 10-20, were the following.

J. I. Case Company—F. Lee Norton, secretary; C. J. Farney, general sales manager; E. J. Giltius, district sales manager; David Daires, general superintendent of gas tractor plant; T.

GINES IN THE MOTOR COMPETITION, HELD AT WINNIPEG, JULY 3rd TO 20th, 1912, DUSTRIAL EXHIBITION ASSOCIATION.

											TWO HOUR ECONOMY BRAKE TEST.													
(Tanks Full) Pounds	Wt. on Drivers. Pounds	Slow Forward Speed (Miles per hour)	Fast Forward Speed (Miles per hour)	Capacity of Fuel Tank Pounds	Capacity of Water Tank. Pounds.	Total Length Over All —Ft.—Ins.	Greatest Width of Out- fit—Ft.—Ins.	Dis. Circle Engine Can Turn In—Ft.—In.	Clearance Under Engine—Ins.	Certified Retail Cash Price. F.O.B. W'peg.	Total Time Running Minutes	Time Lost Due to Engine	Average Horse Power Developed	R.P.M. of Engine Fulley	R.P.M. of Engine	Fuel Used in Lbs.	Percentage of Fuel Capacity Used Per Hour	Horse Power Hours Per Unit of Fuel	Water Used in Gallons	Average Steam Pressure	Percentage of Water Capacity Used Per Hour	Horse Power, Hours Per 100 Gals. Water	Cost of Fuel Per Brake Horse Power Hour	Entry Number
0000	8000	1.6	4.5	166	69	14 - 9	6 - 6	33 - 0	10	2700.00	120	0	19.58	459.4	459.4	24.5	10.35	1.598	0		0	1.743	2
1500	9000	2.2	2.53	159	212	14 - 8	8 - 11	51 - 6	14	2700.00	"	"	25.87	480.9	480.9	32.75	20.59	1.580	8.83		41.05	586.2	1.763	3
3000	9000	2.25	3.1	241	228	14 - 9	9 - 9	46 - 10	12	2440.00	"	"	35.08	502.1	502.1	43.0	18.49	1.630	1.1		4.82	6378	1.709	4
4140	9400	2.25	4	236	121	13 - 8	9 - 3	36 - 1	13	2600.00	"	"	33.62	390.7	390.7	50.0	21.29	1.345	0		0	2.071	5
4400	12400	2.5	4	326	1010	14 - 10	9 - 8	44 - 9	14	2900.00	"	"	35.07	429.5	429.5	41.5	12.73	1.690	14.35		14.21	488.7	1.648	6
7510	12650	2	3	259	287	15 - 9	11 - 2	48 - 6	11	2800.00	120	0	32.36	285.6	571.2	52.0	20.07	1.244	2.4		8.34	2697	2.240	7
2000	16300	2.08		362	1156	16 - 10	10 - 6	57 - 8	14	3200.00	"	"	56.00	336.4	336.4	65.5	18.09	1.709	36.25		31.34	309	1.630	8
1500	15250	2.26		315	903	17 - 3	11 - 6	48 - 10	14	3200.00	"	"	49.34	369.8	369.8	63.0	20.38	1.566	22.5		24.9	439	1.778	9
															With drawn									10
3800	16300	2		326	491	18 - 9	7 - 8	29 - 9	6	4725.00	117	3	45.04	637.9	637.9	65.0	19.92	1.385	0		0	2.011	11
3000	16500	2.2		358	1081	18 - 0	10 - 11	44 - 8	16	3800.00	120	0	58.60	501.4	501.4	63.5	17.70	1.846	48.13		44.5	243.5	1.509	12
4760	18000	2		652	1050	16 - 9	10 - 10	65 - 0	11	3440.00	"	"	55.17	364.8	364.8	83.0	12.73	1.329	31.87		30.35	346.9	2.096	13
3000	15000	1.5	3.5	364	191			51 - 6		3250.00	"	"	51.90	598.0	598.0	91.75	28.40	1.131	1.30		6.83	7984	2.462	15
0000	8000	1.6	4.5	182	69	14 - 9	6 - 6	33 - 0	10	2700.00	120	0	19.96	468.0	468.0	35.75	24.60	1.115	1.1		16.00	3629	1.646	1
3275	11310	2.05	2.75	237	262	16 - 3	8 - 1	44 - 0	14	2100.00	"	"	25.45	384.5	384.5	56.50	23.54	0.901	8.44		32.20	603	2.037	16
3500	11713	2.06		322	473	15 - 0	10 - 8	46 - 0	12	2700.00	"	"	25.44	379.2	379.2	41.75	12.98	1.219	17.90		37.82	284.0	1.506	18
1500	9000	2.2	2.53	179	212	14 - 8	8 - 11	51 - 6	14	2700.00	116	4	27.50	546.7	546.7	41.5	23.13	1.325	3.30		15.55	1666	1.386	19
															With drawn									20
1500	15250	2.26		350	903	17 - 3	11 - 6	48 - 10	14	3200.00	120	0	48.49	370.16	370.16	75.5	24.08	1.284	23.6		26.13	411	1.430	21
3000	16500	2.2		470	1462	17 - 6	10 - 11	44 - 8	16	3800.00	"	"	54.32	522.7	522.7	80.5	17.10	1.349	29.69		20.3	365.9	1.361	22
7600	20000	1.9		540	690	19 - 2	9 - 9	63 - 4	14	3400.00	"	"	51.40	373.0	373.0	72.5	13.60	1.418	7.81		11.39	1316	1.295	23
4760	18000	2		606	1050	16 - 9	10 - 10	65 - 0	11	3440.00	"	"	52.85	364.7	364.7	124.5	20.79	0.848	43.1		41.07	245	2.163	24
2275	14875	2.35		1000	1426	17 - 3	9 - 0	36 - 11	15	1800.00	120	0	41.29	258.2	258.2	345.5	34.55	23.9	271.2	136.5	95.1	30.4	1.778	25
3530	21830	2.39		1210	2012	20 - 6	10 - 8	41 - 10	17	2960.00	120	0	77.23	257.0	257.0	585.0	48.34	26.4	447.2	141.0	111.1	34.54	1.610	26
4460	31560	2.37		2160	2950	22 - 6	12 - 11	53 - 8	20	3840.00	120	0	105.79	235.8	235.8	636.75	34.1	33.2	589.2	160.2	99.75	35.82	1.280	27
4850	23140	2.17		775	2530	20 - 9	11 - 8½	59 - 11	12	3750.00	"	"	78.72	243.7	243.7	665.0	85.81	23.7	442.0	163.4	87.35	35.62	1.796	29

R. McGregor, head of experimental department; W. H. Pettit, purchasing agent; August Hanson, manager of Fargo branch; C. J. Osborn, manager of Saskatoon branch; Jack McIntyre, manager of Regina branch; Jack Atkinson, manager of Alberta branch.

Aultman-Taylor Company, Mansfield, Ohio.—P. W. Galland, N. W. manager; G. P. Alexander, treasurer; G. W. Seaman, superintendent of Mansfield (Ohio) factory; B. Chadwick, expert; E. Pritchard, expert; E. F. White, manager, Saskatoon branch;

Wm. A. Murphy, manager, Regina branch.

The Avery Company, Peoria, Ill.—W. J. Brandon, mechanical engineer; J. B. Bartholomew, president; E. R. Bowen, advertising manager; C. E. Lilley, expert, from Peoria factory; R. W. Short, expert from Peoria factory; J. R. Stevenson, expert from Peoria factory; I. J. Haug, secretary; N. A. Neller-moe, vice-president; W. Kilbourne, expert.

Goold, Shapley & Muir Company, Winnipeg and Brantford—Nat Virtue, manager, Saskatoon branch; John Muir, president.

Holt Manufacturing Company, Calgary—C. P. Holt, vice-president; Stockton, Cal.; R. W. Gotchell, Peoria factory; R. F. Foster, expert; W. A. Hunt, manager, Canadian Holt Company, Ltd.; M. A. Champlin, salesman, Calgary branch.

A. B. Farquhar Company, York, Pa.—H. P. Goodling, sales manager; W. J. Fisher, superintendent of factory.

Oliver Plow Works, Hamilton W. L. Paul, chief designer, South Bend, Ind., factory; D. P. McKee, sales department, South Bend office; E. W. Wilson, special

Canadian agent; John Plant, expert, S. A. Fletcher, expert, J. C. Werner, expert; Lee Rodney, expert; B. Barker, expert.

Parlin & Orendorff Company, Canton, Ill.—W. S. Wilson, expert Canton; Henry C. Crogan, expert, Canton; W. L. Taylor, general travelling agent.

Hart-Parr Company, Charles City, Iowa.—S. E. Williams, sales manager.

The Hackney Manufacturing Company, St. Paul.—W. L. Hackney, vice-president; A. L. Law, sales manager, St. Paul office; D. W. Osborn, expert.

Gas Traction Company Minneapolis.—J. Greer, mechanical engineer.

Pioneer Tractor Mfg. Company—G. H. Nilson, manager; Mr. G. A. Sanicourt, expert; E. J. Rice, expert; E. M. Wheelock, president Canadian auxiliary.

The Heer Company, Portsmouth, Ohio—C. Heer, president; J. Morgan, mechanical engineer; R. McLennan, Canadian manager.

Emerson-Brantingham Company, Rockford, Ill.—L. Keiser, assistant sales manager; Ross Mason, expert; James Scott, expert; A. Percy, salesman; Dan Maber, salesman.

American Gas Tractor, Minneapolis—Frank L. Lucke, general superintendent.

Case-Sattley Company—Wm. Grove, expert; John Mainland, expert.

Sawyer-Massey Company—R. Harmer, president; J. R. Turnbull, Western manager; Thos. Drummond, field expert; J. P. McEwing, expert; Frank Bailey, expert.

M. Rumely Company, La Porte, Ind.—J. J. Rumely, vice-president; Vincent Rumely, salesman; L. W. Ellis, advertising manager; Raymond Olney, traction engine expert; L. J. Cuniff, assistant manager, advertising production department; B. G. Baker, general sales manager, Rumely Products Company; J. S. Witmer, Canadian manager, Rumely Products Company; G. W. McDonald, manager, Saskatoon branch, Rumely Products Company; W. J. Thorpe, manager, Winnipeg branch, Rumely Products Company; P. Arndt, manager, Edmonton branch, Rumely Products Company; A. O. Anderson, manager, Regina branch, Rumely Products Company; Chas. Baker, manager, Brandon branch, Rumely Products Company; Frank Shortle, manager, Grand Forks, N. D., branch, Rumely Products Company.

Stock Repair Parts.

No bridge is stronger than its weakest beam, and no man is stronger than his weakest organ. Take, for instance, the huge floating hotel of the ocean, the Trans-Atlantic liner.

Reeling off her five hundred miles a day, she heads south and by west for Sandy Hook. All at once there is a silence, the monotonous rhythm of the huge engines cease and gradually the vast bulk of the vessel slows down and lies inert in the swell of the Western Ocean. What is wrong? Telephone bells ring from the navigating bridge to

the depths of the engine room, where the chief engineer stands in a state of rage bordering on apoplexy and a quick demise. It is quite simple—just the fact that a single piston spring for the high pressure piston-valve has broken—and a repair spring cannot be found. Somebody has to suffer for this—the engineer in charge of running repairs is dismissed—but that does not in any way alter the fact that the ship is detained, angry passengers have to be mollified, and the company that the ship belongs to naturally make it very unpleasant for the officers of that particular vessel. All this on account of a spring of a foot or so in diameter, and possibly it may mean that the vessel has to be towed to port—and the company have to pay thousands of dollars as salvage compensation. Obviously, with such a possibility in view, this mishap does not occur often. Too much is at stake, and before the liners leave port care is taken that a complete stock of all necessary spare parts are on board.

In the same way, how many dealers have to confront an angry customer and admit that they have not the particular repair part he wants for his binder, drill, or whatever it may be.

There is, obviously, the old patch-work method, when the part can be removed from a new machine and replaced later, after repair parts are ordered. Again, suppose that before the time repair parts are received, a customer wishes to buy that particular machine and to take it right away with him. The dealer has only himself to blame if that customer goes farther up the street and gets what he wants there.

In cutting his wheat, in handling his hay crop, time is an all-important factor to the farmer. If he has a break-down and hurries to town to your store for a repair, to be confronted by the fact that you cannot help him out, what are the results? It means that although he may have dealt with you for years, you have shaken that man's confidence in you, and nothing is harder to restore than the lost confidence of a customer. It is not a case of money. Under the circumstances often the farmer would pay three times the value of the part, so long as he could throw it in his buggy and hustle back to where the work was waiting. If the dealer has handled a certain line of implements for any length of time it is absolutely a suicidal policy for him

not to have a complete line of repair parts in stock. If you can satisfy the farmer, you have already booked a future order, for he is not likely to forget how you helped him out in the day of his tribulation. See to it that when the farmer comes seeking repair parts that you shall not be weighed in the balance and found wanting.

Chinese Motor Boats for Canada.

It seems strange to think, but is none the less true, that in China the Hongkong shipyards are developing considerable trade in motor boats with Canada, and this in such a way as to affect American exports of such vessels. One yard in Hongkong has made several important contracts for building motor vessels of various sizes, 10 motor launches or yachts just being completed for a firm in Vancouver. This lot is part of a series of 31 vessels, varying in length from 25 to 60 feet. These vessels have been priced a little below the cost for such craft in central and eastern United States.

They were made to special plans, however, and are not standardized like similar vessels in the United States, and the Canadian trade could therefore be more perfectly catered for. Such Hongkong trade is greatly aided by much lower ocean freight charges to the Canadian Pacific coast than rail freight thither from eastern United States points, where such boats are constructed at minimum prices. The cost of constructing such vessels on the Pacific coast, because of high cost of labor and of certain materials, is too great to permit competition with Hongkong yards.

Possible business in Canada and the United States, on either coast, seems not to have been canvassed by Hongkong builders, trade coming to them through low cost of construction. The capacity of these yards in such manufactures is practically unlimited. They are prepared to handle any size or shape of vessel from the smallest launch to large ocean-going steamers, the docks in Hongkong being capable of taking in the largest vessels on the Pacific with a considerable margin. They do a large trade with the Philippines, and also with Australia and throughout the South Sea Islands generally.

The boats constructed for the Canadian orders were made of teak, the interiors finished largely in Philippine hardwoods, particularly Philippine "mahogany."

There is a growing use of Philippine hardwoods in all such work in Hongkong dockyards and elsewhere in the Far East. Motors for the boats for Canada have been largely of American make, including the product of Canadian factories of American concerns.

Among the motors so far used are the Canadian Fairbanks, the Atlas, the Eastern Standard, the Western Standard, the Loew Victor (Cleveland), the Speedway (Morris Heights), and Atlas Gas (San Francisco). The heavy passenger and freight boats built for use by China upon the West River, in public service, are nearly all fitted with the Gardner (English) motor, a Martin (English) and Thornycroft (English) having been used on a pleasure boat for a German patron. It is significant that most motors for the heavy commercial boats so far have been of English make, heavy, slow revolution motors with few working parts and employing kerosene as a rule—while motors for the lighter, faster, and more attractive vessels, particularly those for Canada and Australia, have been of American manufacture.

Dont's for Inexperienced Drivers.

Don't let the motor labour on hills.

Don't drive carelessly over wet pavements.

Don't turn corners too rapidly—it wears tires.

Don't fail to see that all of the hub caps are tight.

Don't twist the steering wheel when the car is standing.

Don't prime the carburetor too much—prime it just once.

Don't engage the reverse gear until the car is at a standstill.

Don't advance the spark quickly—push the lever forward slowly.

Don't forget to give the car a good looking over after a very hard run.

Don't use the brakes too much—slow down the car by means of the clutch and throttle.

Don't abuse the brakes in descending long hills—use first one set of brakes and then the other.

Don't continue to run the car if you hear some unusual noise. Stop and investigate.

Don't crank the motor without making sure that everything is ready—be sure the spark is retarded.

Don't apply the brakes with too much force—it is hard on tires, hard on the brakes, and is unnecessary except in emergency.

Crookedness in Salesmanship.

Two paint salesmen in Detroit, Mich. recently ran up against a snag that should be a warning and a deterrent to any salesmen of a like kidney.

These men, it seems, as an inducement to a buyer for a large automobile company, used some "oil of palms" to such an extent that said buyer received nearly two thousand dollars in cold cash for his "influence" in placing this particular product with the concern with which he was identified. The denouement followed when the buyer, being detected by his employers, went to the confessional and laid bare to the public the whole nefarious scheme, the result being that the salesman were arrested, arraigned in police court, being later released on \$500 bonds. As will be seen, it was a plain case of bribery, pure and simple, the penalty for which is amply prescribed in the statutes of every state in the Union. Aside from the criminal conduct of these salesmen, their action reminds us that their counterparts are numerous, and that salesmanship will never reduce to an exact science until such so-called salesmen and their ilk are given the boot in such a forcible manner that the breed will soon vanish from the face of the earth.

It is a pity to think, in these days, that any firm has men of such a caliber upon their salary list. Such men are not salesmen, but are common or garden "crooks". The only ability they show in their line, is the ability to contort straight dealing and honest business procedure. In the dim dawn of the world, away in the primitive and potential birth of exchange and barter, which had been the origin of all selling; we can imagine the Primitive Salesman, scantily attired in the latest fashion in skins, pointing out to his prospective victim, who we presume, was of inferior stature, exactly how and why he should exchange his dilapidated and chipped flint axe for—"one of ours, sir, fresh from the factory, hand chipped and guaranteed to cleave the thickest ossified deposit on any male head in the district." We fancy that it was very possible that when flowing language proved fruitless, the First Drummer drove home his arguments with an application of the axe he was selling. Such a method of selling goods, is about as civilised

as the way in which those paint salesmen in Detroit went about their business. The man who has to bribe to make sales may be a good future politician—as a salesman he is not worth two cachinnations in the infernal regions. He possesses rather less selling ability than is possessed by the young ladies who try to sell you embroidered table centers at the church sale of work. They at least, have their sex to help make a sale, and a pair of melting orbs have a destructive effect upon the grim negation in a man's cosmic composition. Of course salesmen are born, not made. Some men could not sell a worm to a blind hen, however hard they coerced the afflicted fowl. The mere reading of articles on salesmanship does not teach a man how to make sales, although a statistical fiend of uor acquaintance has figured that there is enough reading matter published every month on salesmanship to provide winter overcoats and an extra pair of pants for all the elephants in India and Assam. A man may have a flow of language that will leave a "cross talk" comedian in Vaudeville dumb with sheer envy, but unless he knows what he is talking about and unless he believes

what he is saying he cannot impress any customer. Mere words won't sell implements to a man who has his living to make by the use and application of these implements. That man may not come from a certain state—but you have to show him. If a man can't sell his goods without using questionable methods he should give it up. Better any day that a man is a honest failure, after having tried his best, than that he attains a false success through the pursuance of crooked policies in business.

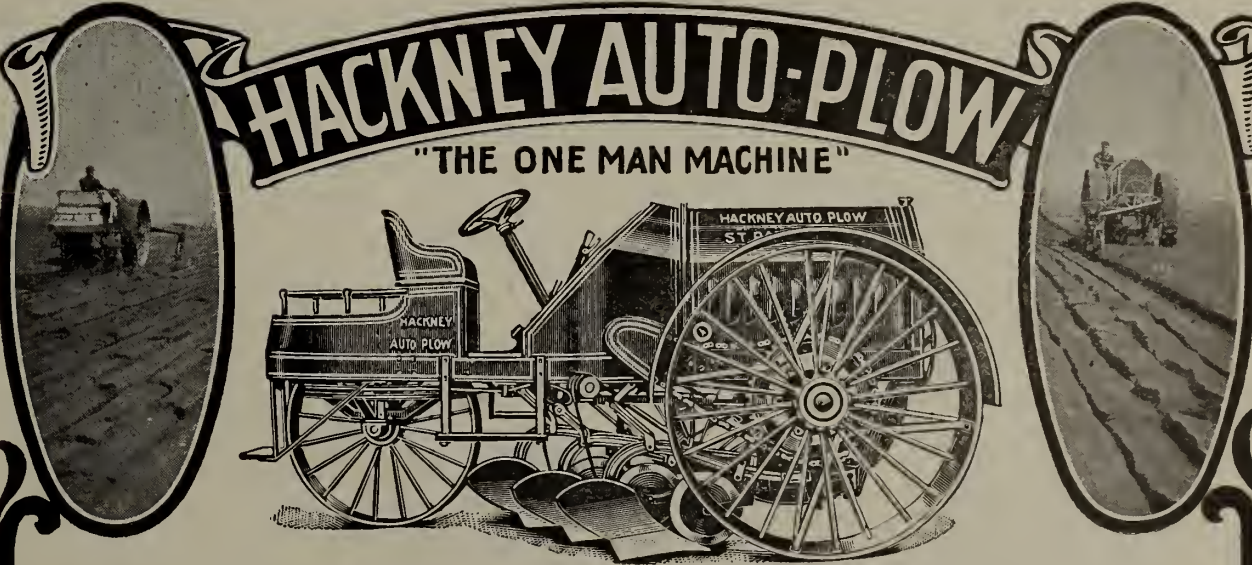
Silage Machinery Wanted in Italy.

From a recent U.S. consular report from Tuscany, in the north of Italy, it would seem that the necessary of the silo to stock raisers and dairymen is very great. Ensilage in that part of the world is practically unknown, and considerable time and patience would doubtless be required to teach and interest these Italian agriculturalists the value and advantages of feeding ensilage. The population of Tuscany is about 2,800,000, unevenly distributed over a country of diversified configuration. Owing to a lowland and valley type of country predominating, there exists a land of mild climate, plentiful rains, and fertile land, and throughout

its confines cattle are kept on winter rations even in summer time. While there are no large dairies nor cattle breeders, there are many small dairy farms, and many producers interested in poultry, hogs, oxen, steers, etc., who, once they were aware of the economy and other advantages in feeding ensilage would speedily adopt its use.

In the foothills we find countless vineyards and olive and chestnut groves, while in the valleys and plains, which are more thickly populated, are abundant tracts of grapes, vegetables, wheat and other cereals, broom corn and hay. Therefore the most of the land being under cultivation of this type, there is little or no grazing land. Cows and steers, also many hundreds of oxen used for haulage at the great marble quarries, not to mention other beasts of burden, are kept housed and are fed on dry fodder all the year round. As a consequence the milk produced is poor in quality and very limited in quantity. Little butter or cheese is made, and the meat is of inferior quality, being usually overworked oxen killed unfattened.

Some folk's tongues are like the clocks as run in striking, not to tell you the time o' day, but because there's summat wrong in their inside.



HACKNEY AUTO-PLOW

"THE ONE MAN MACHINE"

Great Labor-Saving Machine For The Farmer

THE bane of almost every farmer's life is being obliged to depend on "hired help." The loss of "man" or "two," at certain seasons of the year, is a very serious matter and often involves loss of crop. The HACKNEY AUTO-PLOW, the only "one man machine" on the market that can be used successfully for plowing, seeding, haying, harvesting, as a stationary engine for power purposes, and as a tractor for hauling loads, etc., makes the farmer INDEPENDENT and solves the vexatious labor problem. It eliminates drudgery and helps to keep the "boys" on the farm.

The Hackney Auto-Plow will do the work of 10 horses and 2 men plowing and plows from 10 to 12 acres per day. It is a tireless worker, day or night, and there is no cost for "keep" except when in operation. So simple in construction and easy to operate that it is really a pleasure to run it. The cost is less than the medium priced automobile.

The Hackney Auto-Plow is the only machine that **WORKED EVERY DAY** at the field trials at the Minnesota State Fair. Catalog, photographs and testimonial letters, from satisfied users, free on request.

HACKNEY MANUFACTURING COMPANY, 580 Prior Avenue, ST. PAUL, MINNESOTA

Edmonton.

C. B. Beals and Mrs. Beals are at the present time making a very enjoyable trip through the Maritime Provinces, where their old home was located. The trip will be an extended one, as it is their intention to visit also cities in the Eastern States, including Boston. They are accompanied by their son.

J. A. Dent and wife, of Rockland, Ont., were recent visitors to Edmonton. Mr. Dent represents the Massey-Harris Co., Ltd., in that Ontario town, and has considerable interests there. He has formed a very favourable impression of this city, however, and is satisfied that the prospects of future development warrant liberal investment.

J. C. Murray, general agent for the International Harvester Company on the G.T.P. line east of Edmonton, has resigned, and J. A. Sather has been appointed as his successor, with headquarters at Wainwright, Alta.

J. W. Paul, who has for several years acted as agent for the Massey-Harris Co., Ltd., at Killaloe, Ont., removed a short time ago to Edmonton, where he has taken up his residence. He continues with the same company as travelling salesman under the control of the North Alberta branch.

W. J. McCallum, manager of the Edmonton branch of the International Harvester Company, during June and the early part of July, spent a very pleasant vacation at the Coast. He visited several of the Pacific cities, including Vancouver, Victoria, Seattle and Portland. On his return he has been East, as far

as Winnipeg, being in the latter city during the exhibition there.

A. M. Adams, of Hardisty, general agent for the Massey-Harris Co., Ltd., lately tendered his resignation. He has been succeeded by A. J. McArthur, also of Hardisty, who has, until very recently, acted as salesman for the International Harvester Co.

Chas. Verity, of the Verity Plow Co., Ltd., Brantford, made a short stay in Edmonton recently.

Geo. V. McMillan[®] has been appointed general agent by the Massey-Harris Co., Ltd., to cover their Wetaskiwin block, with headquarters at Wetaskiwin. He succeeds M. C. Brown. Mr. McMillan's former home was in Granby, Que., where he was local representative for the Massey-Harris Co.

Preparations are being made by the International Harvester Co. for the erection of a very large office and warehouse building in Edmonton. In fact considerable headway has already been made in connection with the excavation. It is to be located at the corner of 9th Street and McKenzie Ave., with a frontage of about 200 feet on 9th Street. It will be built of brick and will be five or six stories high. The building will be very commodious, and in appearance will be a credit to the company and the city. It is their intention to rush the work of building just as rapidly as possible, in order that it may be ready for occupancy by the first of next year.

W. E. Gypson, chief of collection department of Massey-Harris Co., Ltd., Edmonton, lately spent two weeks vacation

in Winnipeg, renewing old acquaintances there.

A census of Greater Edmonton has just lately been taken. The figures speak for themselves, 53,383, being an increase of 20,000 in round figures over the Dominion census taken a year ago. It looks like some growth.

In June a fire occurred by which a portion of the Massey-Harris Company's warehouse at the corner of Rice and Howard Streets was destroyed. The frame building adjoining the new office building was burned, together with a large part of the contents. The stock consisted chiefly of repairs for machines manufactured by the company, and the inconvenience caused by their loss has been considerable, although new supplies to replace those burned, have been rushed forward from the factories. There is good reason for thankfulness, however, that the fire did not extend to the main building.

Crop conditions throughout Northern Alberta are most satisfactory in the aggregate. The crops are further advanced than at this time last year, and with a reasonable amount of sunshine and warm weather the harvest should be an early one. In a few localities there was a lack of rain in June, and during two weeks of very warm weather some harm appeared to have been done through drouth. This to a large extent, however, has been overcome by the heavy rains during July, and there is now quite sufficient moisture to insure a steady growth. In some places the straw will be short, but, taking as a whole, Northern Alberta should, from present indications, have a most abundant harvest.

A New Carburettor.

We note that recently an engineer in the north of Scotland has invented a carburettor of a novel design, which ought to command a wide sale by virtue of its economy in using gasoline. This carburettor has passed the experimental stage, as the designer subjected it to a couple of years, exhaustive tests before he finally placed it upon the market. These tests have proven that this invention gives an enormous saving in gasoline, and a great gain in power. One automobilist who tried it, says that during 1911 he ran a Crossley automobile (30-40 h.p.), 4427 miles on 334 gallons of gasoline, or 13.25 miles per gallon.

Previous to the installation of this carburettor he had only got 8.5 miles to the gallon out of his automobile. Therefore, in one year the carburettor saved this motorist 199 gallons of gasoline, which selling in Scotland at 32 cents per gallon makes a total of \$63.68. Also, he adds, apart from the saving in gasoline the carburettor justified itself on account of the increased smoothness of running in the engine. On being tested on a 36 h.p. Daimler automobile, that previously made only 12 to 14 miles per gallon of gasoline used, under the same loads and conditions, it was found the car went regularly 18 to 20 miles per gallon of fuel used. The inventor has been for many years studying the economical distribution of liquid fuel, being connected with a firm which is noted for its production of economical gasoline motors. In design the carburettor differs from the standard design of supply device. It has many small spraying jets instead of the usual single orifice, and each of these jets is opened in turn as the engine requires more fuel. As each jet opens, a corresponding opening of the air ports takes place.

These actions is not dependent on the driver of the car, but depends upon an ingenious automatic device which is operated by the motor itself.

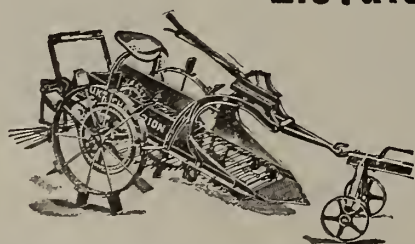
By this means a perfect mixture of fuel and air is maintained, no matter how the control lever may be operated or what power or speed the motor may be called upon to develop. In short it seems a remarkably perfect device, as it seems that a perfect and correct mixture is formed no matter what quantity may be required, which, truly, is what every operator of a gasoline engine most ardently seeks after.

A Prayer.

The day returns and brings us the petty round of irritating concerns and duties. Help us to play the man, help us to perform them with laughter and kind faces, let cheerfulness abound with industry. Give us strength to go blithely on our business all this day, bring us to our resting beds weary and content and undishonored, and grant us in the end the gift of sleep.—R.L.S.

Though all the world is full of fools, there is none that thinks himself one, nor even suspects the fact.

The "OK" Canadian Two Horse Elevator Potato Digger



will satisfy your customers as thousands have been already satisfied by it. This because they can dig their crop with only two horses.

Over 25,000 now in the hands of farmers. Write for prices and terms to secure YOU the Agency for YOUR district, and get a copy of our illustrated catalogue

THE CANADIAN POTATO MACHINERY CO., LTD.
GALT, ONT.

A Large Stock of Machines for Western Canada.

— SOLE AGENTS —

TUDHOPE-ANDERSON CO., LTD. Winnipeg, Man.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

HOOSIER AND FAST MAIL

PUMPS

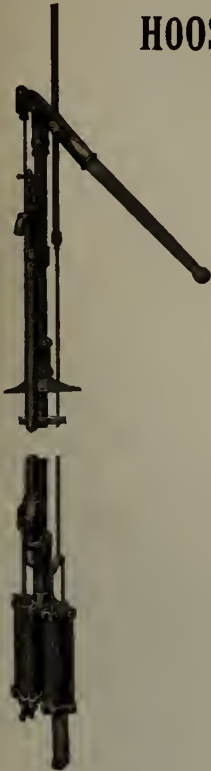
are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pump Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Hoosier Force Pump Standard



Hoosier Set-Length Lift Pump



Hoosier Two-Cylinder Force Pump

Write for Catalog and Prices

Flint & Walling Mfg. Co.,

675 Oak Street,
Kendallville, Indiana, U. S. A.

Western Canadian Distributors:

The A. McBRIDE HDW. CO., LTD., CALGARY.
BRANDON PUMP & WINDMILL WORKS, BRANDON.

MR. DEALER:

Here's a list of our leading lines, on which dealers are making **BIG MONEY**. If you do not handle our goods, write for contract at once; our Special Dealer's proposition will be of interest to you. Handle the "Ontario" line and **BETTER** support, **BETTER** profits, **BETTER** goods, **BETTER** customers and **INCREASED TRADE** will be your reward

We
Manufacture
and
Deal in:

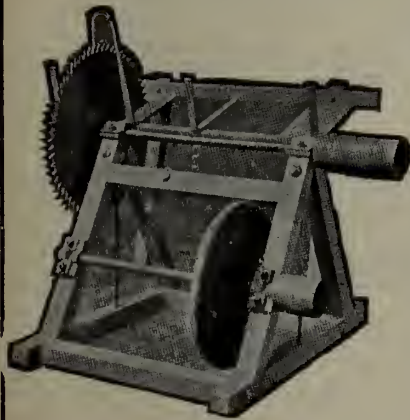
Windmills for Power and Pumping.
Stickney and Chapman Gasoline Engines.
"Flour City" Traction Gasoline Engines.
Well Drilling and Boring Machinery.
Water Towers and Elevated Tanks for town and village water supply and fire protection.
Fire Engines, Steel Flag Staffs.
Toronto and Aylmer Pumps—(all styles and kinds in iron and wood).
Tanks in steel and wood. Roller Crushers.
Pneumatic Pressure Tanks. Grain Grinders.
Feed Cutters. Steel Saw Frames and Saws.
Stock Watering Troughs and Basins.
Aylmer Standard and Pitless Scales.
Well Casing. Pipe and Fittings. Belting and Hose.
Brass. Iron and Porcelain Lined Cylinders.
Eureka and Deep Well Cylinders. Hydraulic Rams.



Ontario Wind Engine & Pump Company, Limited

CALGARY WINNIPEG
MONTREAL TORONTO

Our Wood and Pole Saws are Sharp Selling Arguments



These saw-frames are rigidly designed and are fitted with heavy steel shafts, end boxes, solid fly-wheel and the whole is assembled on a strongly braced frame, capable of standing the greatest vibration.

Our Cordwood Saw is specially designed, with ratchet pulley, furnished regularly with 26 inch saw.

Easy to Operate. Safe to Handle.
Combine Strength and Simplicity

OUR LINE INCLUDES

Pulverizers—Boss Wood Harrows—Boss Steel Harrows—Channel Steel Harrows—Harrow Carts—Wheel Barrows—Warehouse Trucks—Wood and Pole Saws—Farm and Bush Sleighs—Feed Cutters (seven styles) Roller Crushers—Whiffletrees—Bevel Jacks—Heider Eveners (all sizes)—Light Delivery Sleighs—Grain Grinders—Root Pulpers—Horse Powers

John Watson Mfg. Co.
LIMITED

Chambers & Henry Streets

WINNIPEG



Free Advertising Service for BIG FOUR "30" Agents

THE Big Four "30" is the best advertised Farm Tractor on the market to-day. The Dealer who secures the Agency for **THE BIG FOUR "30"** is immediately hooked up with our aggressive advertising department, which makes it easy for him to make sales. We send him any or all of eighteen different kinds and sizes of ads, electrotyped, so that all he has to do is to tell the printer to put his name at the bottom. We are carrying a large amount of general advertising and publicity work all the time in the best publications which farmers read. We are also sending out all the time enormous quantities of attractive and interesting advertising cards, leaflets, booklets, folders, catalogs, letters and other matter. **BIG FOUR "30"** agents get the benefit of all this sales-making publicity. If you are not a **BIG FOUR "30"** agent, drop us a line now—maybe you can secure the agency for your territory.



Gas Traction Co.

First and Largest Builder in the World of 4-Cylinder Farm Tractors.

Market and Princess Streets,

Winnipeg, Man.

General Office and Factory:
Minneapolis, Minn. U.S.A.

Canadian Factory:

WINNIPEG

Brandon Inter-Provincial Fair.

The 1912 Show a great Success, notwithstanding Unfavourable Weather Conditions.

On Friday night, July 26, the great Fair at Brandon was closed for another year. Throughout the entire week of the Fair, the weather gods were, unfortunately, none too kind to the crowds who invaded the Wheat City to participate in the Exhibition of 1912.

Notwithstanding this fact the attendances were all that could be desired, and, after their arduous labors, Manager Smale and his capable staff may rest assured that they had an exhibition which in every way kept up the high reputation which it established in previous years. The Manager announced at the close of the Fair that the attendance had far outstripped that of any previous year, while the entries were larger than ever and the competition more keen. It is pleasing to note that the awards throughout the whole Fair were unusually approved of by the exhibitors, a fact that proves the excellent capacities of the judges for the various departments. The two main features in the amusement side of the Fair were the Besses o' the Barn Band, under the cap-

able conductorship of Mr. Berry, and the intrepid aviator Fournier.

The former musical constellation repeated the success that they made at the Canadian Industrial Exhibition in Winnipeg, and daily, before large attendances they demonstrated the possibilities of the brass band, with its wonderful facilities for musical interpretation and expression.

Almost every item they gave throughout the entire week was repeatedly encored.

In the conquest of the air Aviator Fournier further enhanced his great reputation as a bird-man. On the last day of the Fair he gave a thrilling exposition of high-speed flying round and round the race track, showing a wonderful control of his monoplane as he swerved and dashed through the atmosphere. The cattle, swine and horse exhibits were of a very high quality, and attracted much attention from the country visitors, while the poultry section was specially well filled. Immediately after the racing on the closing day of the Fair, a novel spectacle was

staged upon the track, when all the farm machinery that was upon exhibition made a machinery parade round the track.

It was a great sight—28 huge machines of all makes and sizes

The arrangements for the members of the press were as nearly perfect as they could possibly be, and have rarely been excelled in any great undertaking of the kind. This year we were pleased to



Partial View of Brandon's Great 1912 Machinery Exhibit.

moving onwards, with the echo of their exhausts rending the evening air.

There has never been such a showing of farm implements as was this year, and few had realized by only seeing the show upon the grounds, that this section of the Fair attained so vast proportions.

observe that there was some improvement in the sanitary accommodation and in an adequate water supply, although there is still something left to be desired in this respect.

It is expected that with the additional enclosure which will be built in the coming year the Brandon Fair will continue on its

Wanted

LIVE DEALERS To Handle Our Copper Covered Steel Centre Lightning Rod.

The Oldest Established
Business of this kind
in Canada

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited

(Successors)

HAMILTON
ONTARIO

Listen! You can scarcely hear the Fords go by—though you see thousands of them. It's the perfect balance and adjustment of its simple and wonderful mechanism that makes the Ford the car you hear the least—and the most about.

More than 75,000 new Fords into service this season—proof that they must be right. Three passenger Roadsters \$775—five passenger touring car \$850—delivery car \$875—f.o.b. Walkerville, Ont., with all equipment. Catalogue from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.

way to prosperity, setting an enviable reputation for all such exhibitors in Western Canada.

TRACTORS, THRESHING MACHINES, GASOLINE ENGINES, ETC.

Commencing at the South-east corner of the grounds, travelling West, the first exhibit encountered was that of Goold, Shapley and Muir Co., Winnipeg, who had a 35 h.p. tractor and 8 h.p. stationary engine with grinder.

The Harmer Implement Co., of Winnipeg showed one of their Taggart grain elevators and a wagon dump mounted, also a 4 h.p. Cushman gasoline engine operating a McCormick 8 ft. cut binder.

The Minneapolis Steel and Machinery Co., of Regina, showed a four cylinder 40 h.p. gasoline engine.

The Waterloo Mfg. Co., of Waterloo, Iowa, and Portage la Prairie, Man. exhibited a 16 h.p. simple steam traction engine operating a 28 x 42 Waterloo separator and a 30 h.p. simple steam tractor operating a 40 x 62 separator.

The Brown & Mitchell Co., of Brandon exhibited a four cylinder four cycle 60 h.p. Holt Caterpillar tractor manufactured by the Holt Mfg. Co., Calgary.

Geo. White & Sons of London and Brandon had on the grounds a 25 h.p. simple steam plowing engine 25 h.p. simple steam tractor with thresher equipment, 25 h.p. simple steam tractor with contractor equipment; 20 h.p. simple steam two speed tractor, 40-60 h.p., a four cylinder American Gas Tractor, and one 40 x 66, three 36 x 60, three 30 x 52, two 28 x 46 Geo. White & Sons separators.

Haug Bros. & Nellermeoe of Winnipeg and Regina showed a 20 h.p. gasoline tractor, 20 h.p. kerosene tractor double opposed, 28 x 48 Yellow Fellow separator and a 32 x 54 Yellow Fellow separator complete, also a 5 furrow self lift engine gang plow.

Roderick McLennan of Winnipeg was exhibiting and demonstrating a 25 h.p. two cylinder opposed 4 wheel Canadian Heer engine.

The Fairbanks Morse Co., of Winnipeg exhibited in their own tent Eclipse pumps, 3½ h.p. 2 h.p. and 2½ h.p. vertical engines; 6 and 8 h.p. horizontal, a portable 25 h.p. single cylinder gasoline engine, 15-30 kerosene tractor also a 36 h.p. kerosene tractor operating a Farquhar separator 30 x 49, 6 and 8 inch Fairbanks grinders and Standard scales.

The Hart-Parr Co., of Charles City and Portage la Prairie had a

40 h.p. two cylinder, 3 wheel kerosene tractor and a 60 h.p. two cylinder 4 wheel Standard kerosene tractor.

Nichols and Shepard of Battle Creek, Mich, and Winnipeg showed a 25 h.p. simple steam tractor operating a 36 x 56 Red River Special separator.

The Canadian Stover Co., Brandon had a very large exhibit consisting of 2, 4, and 6 h.p. vertical stationary gasoline engines, 1, 2, 4, 6, 8, and 10 h.p. horizontal gasoline engines, 30 h.p. tractor, 25 h.p. Minneapolis tractor, Geo. White separator 36 x 56, Minneapolis separator 36 x 56; a

1 h.p. Baby Stover gasoline engine an assortment of plow shares and grinder plates as well as a large collection of dry batteries and engine fixtures etc. They also showed a Wilkinson cyclone cutting box, and an O. K. Sprayer, Iron Age potato digger, complete set of Fuller and Johnson Eclipse wheel plows, Emerson-Brantingham 8 furrow engine gang, Emerson - Brantingham double disc harrow. In addition to the foregoing they had a nicely decorated float about 14 by 20 feet mounted upon which were gasoline engines, fan-

ning mills, washing machines, grain grinder, sewing machines, cream separator and other domestic machinery most of which were in operation.

The Brandon General Agency of the International Harvester Co. had 45 h.p. Mogul double opposed either gasoline or kerosene tractor driving a 36 x 56 Aultman Taylor separator, a 25 h.p. single cylinder either gasoline or kerosene tractor running a 24x42 Aultman-Taylor separator, a 45 h.p. twin cylinder, either gasoline or kerosene, running a 36 x 56 Goodison separator; 25 h.p. type "D"

(Continued on Page 46.)

THE "FLOUR CITY" TRACTOR.



Built in Three Sizes--20, 30 and 40 H.P.

A Winner in the Field. A Winner of the Highest Honors in all the Contests in which it has participated.

The shifting from steam to gasoline-kerosene power seems to have become general the country over, resulting in a stampede of various manufacturers and promoters in this direction. Train loads of prematurely developed and hurriedly put together tractors have been shipped here and yon, followed by a retinue of salesmen, and the air is full of rumored big business and combinations.

Through all this turmoil and promotion of new companies, the "FLOUR CITY" has, without any flaunting of banners--the floating of stock--or bonding of indebtedness, modestly plowed its way into the good graces of the farmer. It has been a winner in the field, as well as a winner of the highest honors in all the contests in which it has participated. **FOUR GOLD MEDALS IN FOUR YEARS.**

The "FLOUR CITY" is not an over-night creation, merely made to sell, but the ripened result of 14 years' experience devoted exclusively to developing a farm tractor, until it is now universally recognized as the standard of perfection in gasoline traction engineering.

Write for Catalog, and record of its achievements from satisfied owners.

KINNARD-HAINES Co., 830 44th Ave. No., MINNEAPOLIS, MINN.

Wireless Telegraphy Simply Explained.

Wireless telegraphy under the masterful hand of Guglielmo Marconi sprang into commercial success in a remarkably short space of time. Prior to 1895, electromagnetic waves had been discovered, and men of many countries had experimented with them, but it remained for Marconi to see that these waves could be harnessed and made the servant of man, that they could be made to transmit intelligence from ship to shore and from one continent to another.

The waves or vibrations that make wireless telegraphy possible are in many respects similar to those of light. They travel at the same tremendous speed of 186,330 miles a second. There are several ways of producing these waves, but the one in com-

mon use is called the spark method. Briefly, it is this: An induction coil or high-tension transformer is connected to an electric-current supply so as to produce a spark across an air space. By opening or closing an ordinary telegraph key the operator causes a spark of longer or shorter duration to jump across the air space. This spark produces the vibrations by virtue of its oscillatory character. In other words, it acts similarly to a straight spring drawn back and suddenly released.

It vibrates to and fro until its energy is exhausted and the rate at which it vibrates is determined by its length. By varying the rate of vibration longer or shorter waves may be produced. By means of a device, called the oscillation transformer, the vibrations are transferred from the primary circuit to the aerial or masthead wire, always conspicuous at any wireless-telegraph station, thus performing the same function relative to the spark-gap circuit that a radiator does to a steam heating boiler.

That which is called "tuning" has to do with the adjustment of the wave length of the aerial wire to that of the closed circuit. In this manner a receiving station may be tuned to a transmitting station, or in other words, the instruments of the former so adjusted that they will be more sensitive to the waves from the latter than to those from other stations.

In the receiving system the same aerial wire and a smaller oscillation transformer are used, but in lieu of the spark-gap we have the detector. This detector consists of a special form of glow lamp, called an oscillation valve, or of a mineral or carborundum, or other devices. However constructed, the various detectors serve the purpose of causing an intermittent current to flow through the telephone receivers of the operator, thus producing audible dots and dashes, corresponding to the shorter or longer duration of the impulses sent out by the transmitting station, says Popular Mechanics.

This brief account describes with fair accuracy the commercial, tuned wireless system of today, as used on deep-sea vessels and land stations.

decided to leave the vexed question to the vote of the first man who might happen to come that way. In course of time the question was propounded to the third party, who responded: "What do I care whether a hen sits or sets, what I want to know is, when she cackles does she lay?"

Even the most violent enemies of billposting admit that it cackles, and in any city or town can be seen an array of posters that would seem to indicate very clearly that it lays, too.

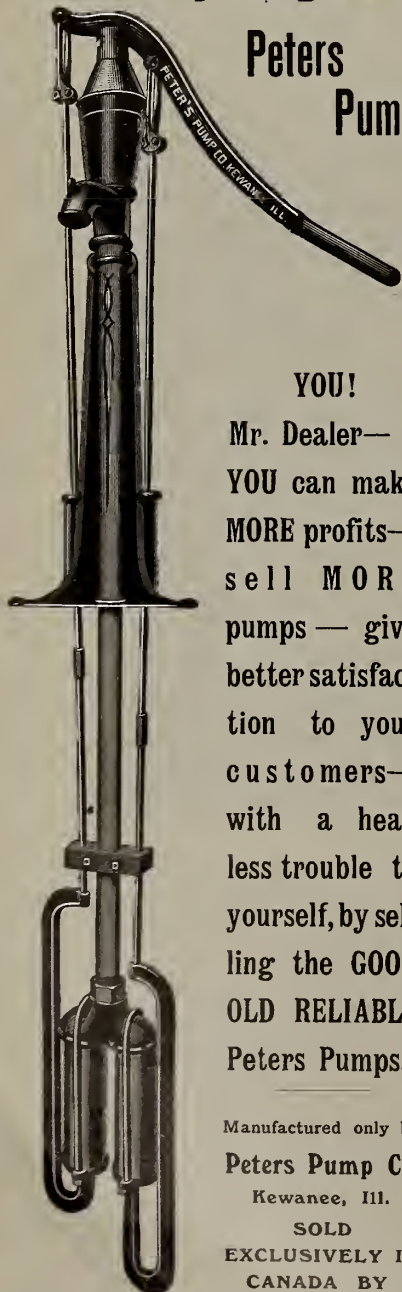
Home Again.

After completing its 6,500 mile journey through Western Canada, the "Made in Canada" Exhibition was dismantled at North Toronto Station in the beginning of July. During its 48 day trip, approximately 300,000 people visited the train, while it stopped at 104 stopping-places. Excluding Sundays, this makes an average of about 8,000 per day, which, allowing for running time, was practically all that the train could accommodate in comfort. The amount of business done on the train ran into many thousands of dollars in the aggregate, an amount not contemplated when the trip was planned but none the less welcome to the exhibitors. Every exhibitor in this year's train, is keen to take space in the next train, and it looks as though two or three trains would have to be run next summer to all those who are anxious to exhibit in this novel manner.

The east of Canada claims, of course, that we western cousins have been made acquainted with the fact that goods made in Canada are equal in quality, value and variety to anything produced elsewhere in the world. The idea of "Made in Canada" is firmly imbedded in the minds of all of us who saw the exhibition in the west, yet, if the train was a revelation and an object lesson to those of us who stay west of the Great Lakes, the West was even a greater revelation to the representatives of the firms who exhibited on the "Made in Canada" train. All had some idea of the rapid growth of the west, and of the daily expansion of the market for manufactured goods which existed there. None, however, appreciated the rapidity with which the market is growing, nor its vast extent at its true value. Exhibitors are now laying stress on the necessity of firms in the older parts of

The Only Original

Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the **GOOD OLD RELIABLE**
Peters Pumps.

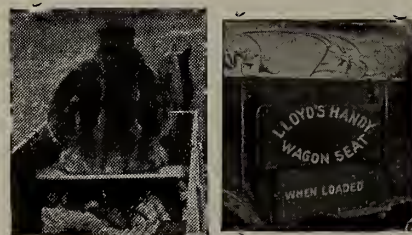
Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the
Wawanesa Wagon Seat Co.
WAWANESA MAN.

Modern Bill Post Advertising.

The facts for and against this type of advertising remind one of the storied argument between two Irishmen as to whether a hen sits or sets. Opinion was divided, and divided hopelessly because even the most learned grammarians have not been able to settle the question beyond a peradventure. So the two men

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: ST. LOUIS, NEW YORK.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

Canada locating distributing houses and branch factories in the west to take care of the western demand. In fact many have the impression that if the Canadian manufacturer and business man does not make more rapid strides in the west during the next few years he will find it impossible to retain his market, as the west will manufacture for herself and her own people.

An Interesting Booklet.

We have received an interesting little book from the Gas Tractor Co., of Minneapolis, which has recently been published by them.

It bears the metaphorical title of "A Foreign Missionary," since it is written about the Big Four "30" as bearing the gospel of modern farming across the seven seas of the world.

Deep plowing—much deeper than that usually done in Canada or the United States—is necessary in Europe, Cuba, Mexico or South America. The need of power to do this heavy work is great in those countries, and the Big Four "30" claims to be the power to do the job. To-day in Cuba, Mexico, the Argentine, in Brazil, on the back blocks of Australia, over the bleak steppes of Russia and Siberia, and across the plains of Poland the Big Four "30" is laying uncultivated acres under the plow, increasing the productive acreage of the world and reducing the cost of the world's bread.

The little book is admirably got up and illustrated by photographic reproductions, 3½ inches by 2 inches, depicting the Big Four "30" in operation in the most far-away corners of the earth. From Berlin to Buenos Aires, from Monterey, Mexico, to Buda-Pest in Hungary, the show these engines doing the job, impervious to climate, preaching their gospel of the modern efficiency of the Big Four "30".

Daylight Saving in Ontario.

When the town bell of Orillia, Ontario rang at ten o'clock on the night of June 22nd, the citizens were asked by proclamation of the Mayor of the town to move the hand of time one hour forward on clocks and time-pieces, such time to be "Orillia" time until the 31st day of August, when they were to be moved back. On July 7th the citizens were asked to move the clocks back to standard time again.

Many have been the theoretical arguments over what is

known as the "daylight-saving bill" since the question was first introduced into the British House of Commons, which legislation has been discussed in the Federal House of Canada and defeated also, but remained for Orillia, at the gateway of the Muskoka lakes, nestling on the shoulders of Lakes Couchiching and Simcoe, to make the experiment of putting the theory into practice by civic ordinance.

The workers and the boarding-housekeepers caused the abandonment of the plan. The hand that rocks the cradle rules the world, but in Orillia the hands that got the breakfast ready just about dished the daylight-saving experiment.

The proclamation went into effect on Saturday night, and the following Monday when the whistles blew at the advanced

time, 6 o'clock, the employees of the Tudhope carriage factory, about 200; the Tudhope motor works, with 175; the Tudhope-Anderson, with 510 men, started on the new time. The men at the Tudhope-Knox wheel works, about 50 of them refused to answer the early call; they came at the usual time; when the whistle blew at 11 o'clock, new time, for dinner, they stayed at their job in spite of the whistle, and worked the usual hour, standard time. They then sent a unanimously-signed petition to the firm against the change. The Tudhope firms decided that the men should not be coerced into a change in time if they didn't want it.

The debtor does not always weep; it's often the other fellow's job.

Overheated Cylinders in Gas Engines.

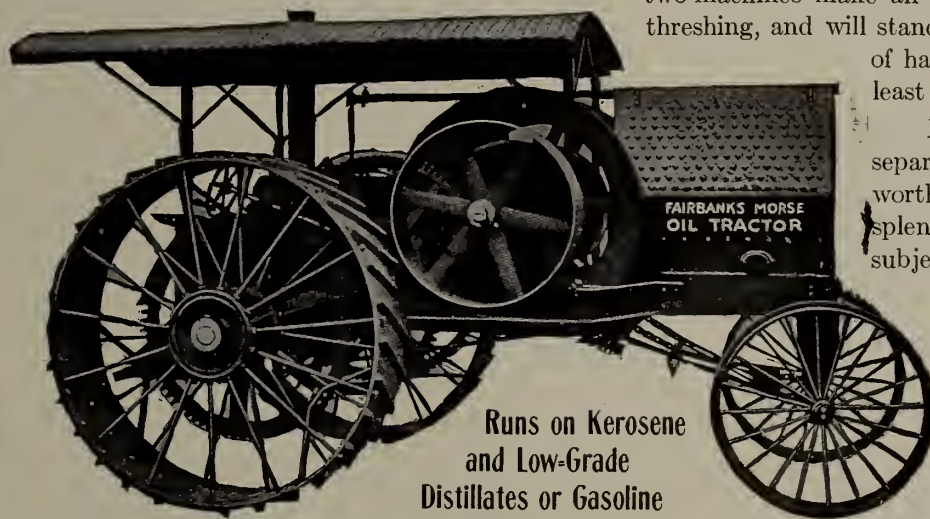
When a cylinder is becoming overheated, either from a stoppage of the oil supply or any other cause, it invariably makes the fact known by a scraping, grating noise at each stroke of the piston, caused by the dry metals rubbing against each other. A loss of power can also be noted whereupon the driver should get down at once and ascertain what the trouble is. To keep on forcing the engine to run after these warnings may result in giving it a badly scored cylinder as well as a seized piston along with the difficulties resulting therefrom.

Men do not become rich by what they get, but by what they keep.

Threshing Outfits Get Next Call!

Dealers:

In our advertising to Farmers and Threshermen all over the West, we are featuring our threshing outfit, consisting of the Fairbanks-Morse Oil Tractor and the Farquhar Separator. These two machines make an ideal combination for threshing, and will stand up under any amount of hard work and give the least possible trouble.



Runs on Kerosene
and Low-Grade
Distillates or Gasoline

In our search for a separator that would be a worthy supplement to our splendid Oil Tractor, we subjected all available machines to most rigid tests, and eventually chose the Farquhar as being the best-built machine for our purpose. You can sell the

FAIRBANKS-MORSE OIL TRACTOR and the FARQUHAR SEPARATOR

as a great threshing outfit. We stand behind both machines and back them with the regular Fairbanks-Morse guarantee against defect in materials and workmanship.

If you are open to represent us in your district, write us.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line, gets compliments instead of complaints."

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co.,

LIMITED

WINNIPEG

SASKATOON

CALGARY

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

Brandon Fair

(Continued from Page 43.)

either gasoline or kerosene operating a 28 x 42 Goodison separator, 25 h.p. single cylinder portable, 20 h.p. single cylinder threshing portable, 8 h.p. hopper cooled engine on skids, 1, 2½, 4, and 6, h.p. hopper cooled engines on skids, 4h.p. screen cooled portable and complete sawing outfit, 2½h.p. vertical engine operating a pump jack and pump, 1 h.p. hopper cooled operating a Dairy Maid and Blue Bell Separator and power washing machine, Visset 11 inch mill grinder, 8 furrow P. & O. Mogul engine gang plow, full line of P. & O. horse plows, gang and sulky. Oliver flexible frame 12 base engine gang, full line of Oliver wheel horse plows, I. H. C. stiff tooth duck foot cultivator, with steel wheels and steel frame, one Deering and one McCormick corn harvester, a car load of Hamilton and Old Dominion farm wagons, one Old Dominion special painted white and decorated with blue stripes.

Rumely Products Co., of Winnipeg had a 15-30 single cylinder kerosene tractor, 30-60 simple twin cylinder tractor operating a 36 x 60 separator, 30 h.p. portable Oil Pull operating a 30 x 48 separator, 20-40 h.p. double opposed

Universal farm tractor, a 32 x 56 Canadian Advance separator, 5 h.p. stationary kerosene engine, called the "little brother of the Oil Pull", a 26 h.p. American Abell steam engine operating a 36 x 60 separator, also a Gaar - Scott steam engine operating a 36 x 60 Gaar-Scott separator, on the grounds.

Burridge-Cooper Co., of Winnipeg had on exhibit four horizontal "Waterloo Boy," engines also a 25 h.p. four cylinder gasoline tractor and a 50 h.p. Geiser, three separators sizes 24 x 32, 26 x 46 and 33 x 50, and a Waterloo washer.

J. I. Case T. M. Co., of Winnipeg and Racine, Wis., showed 60 h.p., 40 h.p. and 36 h.p. simple steam tractors, 20-40 h.p. two cylinder opposed gasoline engine, three separators 28 x 50, and one 24 x 42. A Case single team two wheel road grader, also a 45 h.p. five passenger Case automobile.

The Sawyer-Massey Co., of Winnipeg and Regina exhibited a 32 h.p. compound steam tractor operating a 36 x 60 Great West separator, 35 h.p. simple rear mount steam tractor operating a 32 x 60 Daisy separator, 45 h.p. four cylinder Sawyer-Massey gasoline tractor operating a 29 x 50

Great West separator, S-M steel oil tanks, steel road graders, also a full line of canvas and rubber belts, tanks, pumps, jacks and other thresher supplies.

The Garden City Feeder Co., of Regina had two of their feeders in operation, one with wagon attachment.

The Manitoba Windmill & Pump Co., of Brandon exhibited two 25 h.p. portable threshing engines one operating a 28 x 46 Geo. White separator, one 10 h.p. portable, two 10 h. p. skidded engines, two 7½ h.p. a 5½ and a 4 h.p. skidded engine, and a 1½ h.p. pumping engine, and a 5 inch plate grinder.

The Stewart Sheaf Loader Co., of Winnipeg demonstrated one of their sheaf loaders.

Beatty Bros., of Fergus, Ont. and Brandon, had an exhibit in their own tent and showed a full line of their hay and litter carriers; sanitary stalls for cattle and horses; also feed trucks and hay slings.

The British Agricultural Tractors of Saskatoon and Calgary had two British Colonial gasoline traction engines, one a 15 b.h.p. three speed type, three forward and one reverse, and the other was a 7½ b.h.p. 3½ draw bar, also a 12 inch E. R. & F. Turner plate grinder.

The Western Foundry & Machine Co., of Saskatoon had on view one of their steel frame reinforced cement wheel land packers, also a number of wheels unmounted, a Western Leader Emerson grain pickler, two Justice high baggers with thresher attachment, and two McCulloch practical feed oil pumps.

The Brandon Pump and Windmill Works, of Brandon under the genial management of H. Cater, had a line of domestic wood and stock pumps, a full line of steel and iron pumps, a Star windmill, Hoosier water tank, Hoosier steel troughs, porcelain lined cylinders and a 1½ h.p. Little Jumbo engine.

The Riesberry Pump Co., of Brandon, had a battery of their pumps on exhibition.

Gray-Campbell Co., of Moose Jaw and Winnipeg, had a full display of their fanning mills, one with bagger attachment and the other with an elevator automatically transferring the grain from the mill into the wagon box, a kitchen cabinet, also a five ton pitless scale in a small house built for the purpose.

The Brandon Machine and Implement Works of Brandon had on view three of their steel plate air furnaces, Little Gaint

trip hammer, Brandon chemical fire engine, Brandon corrugated packer, Brandon subsurface packer and a pair of their steel flag poles.

The Loudon Hardware Specialty Co., of Winnipeg and Guelph, Ont had a full line of Loudon machinery in their own tent.

The Maytag Co., of Winnipeg showed one of their Ruth feeders in operation also a Maytag power washer and Maytag electric washer and a Pastime hand washer, also other specialties.

The Ontario Wind Engine & Pump Co., of Winnipeg, had three horizontal Stickney engines of the following sizes, a 2, 5, and 7 h.p.

The Robt. Bell E. & T. Co. of Winnipeg and Seaforth, Ont., had a 30 h.p. simple steam tractor operating a 26 x 60 Imperial separator.

The Spalding Tilling Machine Co., of Cleveland, Ohio. exhibited one of their Spalding Deep Tillage plows, which attracted considerable attention.

Henry Rustad of Winnipeg had a Meadows Wagon dump, a grain elevator in operation and a couple of Glide Road Graders, also a Canadian Swenson Stump puller on exhibition.

DAIRY MACHINERY.

The De Laval Separator Co., of Winnipeg, showed five of their cream separators varying in capacity from 225 to 900 pounds per hour, an electric machine demonstrating their oiling device, also a universal power pulley operated by gasoline.

The Sharples Separator Co., of Toronto and Winnipeg, exhibited five machines varying from 225 to 550 pounds per hour, also a Keystone vertical 1½ h.p. gasoline engine.

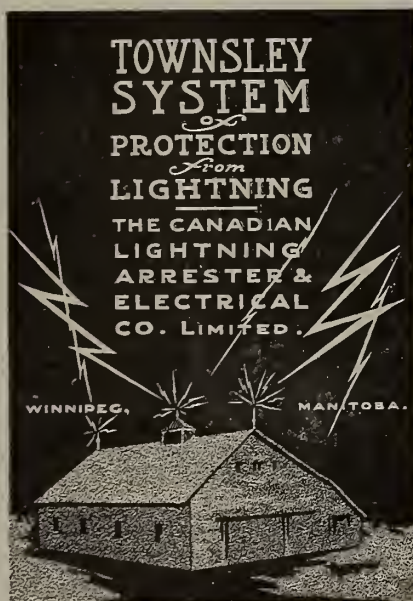
Magnet Cream Separator Co., showed six cream separators varying in capacity from 400 to 700 pounds per hour and a Petrie 2 h.p. gasoline engine.

The International Harvester Co., Brandon, had two Daisy cream separators 450 and 650 pounds per hour and two Blue Bell, of 450 and 650 pounds per hour capacity.

The R. A. Lister Co., of Toronto, and Winnipeg had four Melotte cream separators on exhibit varying in capacity from 400 to 600 pounds per hour.

The National Mfg. Co., had four cream separators on exhibit.

The Premier Cream Separator Co., of Winnipeg, had four machines varying in capacity from 350 to 650 pounds per hour.



THE SYSTEM THAT SELLS

Is one that should appeal to all Dealers. The Townsley Lightning Arrester System stands for Safety and Immunity from Nature's destruction to property. It has proved its efficacy as a preventative medium, and all agents attest to its success as a selling factor.

Our travellers are at present on the road and are sending in contracts daily. Possibly they may not have visited your territory, and every wide awake dealer who wants to increase his profits, if doing business in a district where we are not represented, should get busy and write for our contract and terms. He will be glad he did so, when he reaps the profits of selling our arrester system.

We still have some unallotted territory and want Dealers in those districts.

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street.

O. W. TOWNSLEY,
Manager.

Winnipeg.

I H C Threshing Outfits Make Friends Everywhere

If you have a prospect for a new threshing outfit this season, and want to have that customer thoroughly satisfied with his purchase, sell him an I H C threshing outfit with a kerosene-gasoline tractor or portable oil engine.

The dealer who sells I H C threshing outfits is at no loss for examples of reliability and efficiency. There are thousands of I H C outfits in satisfactory use, making friends everywhere by their simplicity and economy of operation and by the thorough way in which their work is done.

The threshing machines we sell, make good. Of the tractors and engines too much cannot be said. Bear in mind also, that every engine sold means more sales of farm machines.

***A farmer who has power is going to use
it in every possible labor-saving manner***



Both you and your customer will be well satisfied with every sale of a 1912 I H C threshing outfit. See the blockman or write the nearest general agent for full information about kinds and sizes of threshing machines, tractors and engines.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

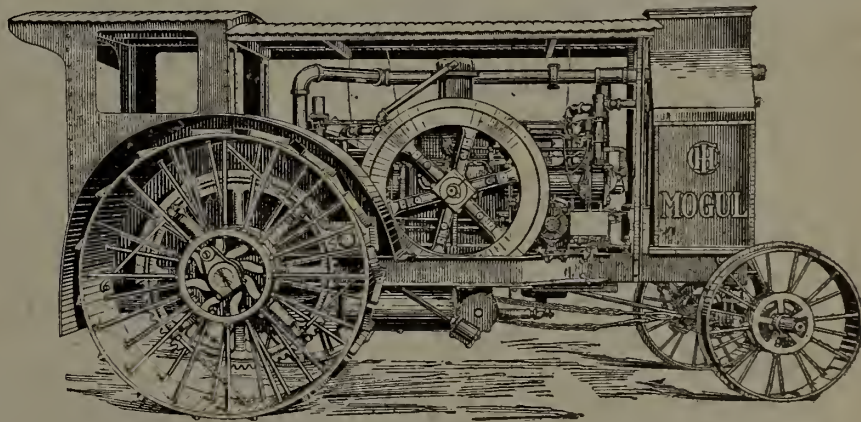
At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North
Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg,
Man.; Yorkton, Sask.

Each Sale of an I H C Tractor or Engine Means Two Profits to the Dealer

The money profit made on the sale of an I H C Tractor or Engine, no matter how satisfactory it may be, is less important to the dealer than the profit gained through the goodwill of his customer.

The sale of an I H C engine results in so many cases in sales of other machines to both the old and new customers that some dealers have told us that I H C engines are their best business-getters.

Each sale of an I H C engine or tractor boosts the whole farm machine business. When a farmer has dependable power on his farm, he buys other machines to utilize that power and lighten his own labor. When he has an I H C engine, and has proved it reliable, economical and in every way satisfactory, he returns to the dealer who sold him that engine for the other machines he needs.



Our advertising to farmers is arousing a wide interest in I H C engines. You should be getting the benefit of our activity along that line. **DO YOU KNOW WHAT WE CAN DO TO INCREASE YOUR ENGINE BUSINESS?** Ask the blockman, or write the nearest branch house for full information.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Lethbridge, Alta.; Calgary, Alta.; Saskatoon, Sask.; Weyburn, Sask.; Edmonton, Alta.;
North Battleford, Sask.; Regina, Sask.; Winnipeg, Man.; Yorkton, Sask.



CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 9.

WINNIPEG, CANADA, SEPTEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy 10 cents

Your Gasoline Engine Requires Ignition of
Highest Efficiency and
Absolute Reliability

We
Have It



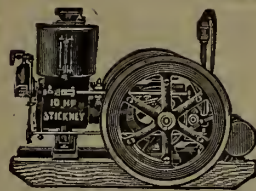
The
Comet

The simplest, most compact and powerful low tension direct current magneto made. Let us prove this statement to you by a 30 day trial on your engine.

Henrick's Novelty Co. 120 St. Paul Street,
INDIANAPOLIS, IND.

Stickney Gasoline Engines ARE THE BEST

M 10

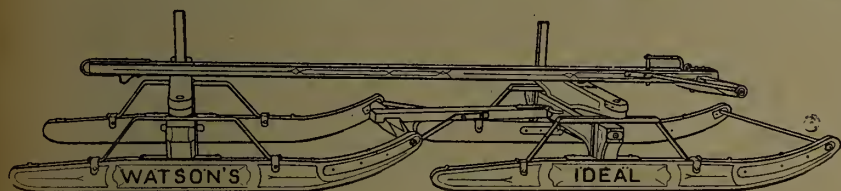


Not Possible

We can't divide our profits with you. Our business has not increased \$75,000,000.00 in the past year and we don't spend \$2,000,000.00 in advertising; our buildings don't cover 5,000 acres and we don't employ 4,000 stenographers, but we can sell you the best gasoline engine made, the Stickney with 57 points of superiority over all others, and you can sell it at a price which represents value in every pound.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.
Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

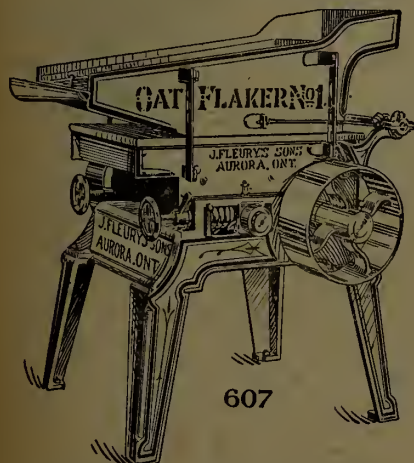
Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

Light Sleighs for One or Two Horses.
All Styles of Heider Eveners.

THE MOST PROFITABLE LINE YOU CAN HANDLE.
WRITE FOR FULL PARTICULARS AND TERMS.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG.



Oat Flaker, No. 1.

THIS MACHINE has two rollers 9½ in. diameter x 18 in. in length, with corrugations cut for "CRIMPING" or "FLAKING" oats. It is also provided with SCREENS for removing straw, stones, sand, dirt and other foreign matter. Designed for CUSTOM WORK.

Hamilton, May 1st, 1912.

"I enclose check covering cash payment on Oat Flaker.

I must say I am very highly pleased with this machine, and have had no trouble with it whatever. It cleans the oats and does its work very satisfactorily. In fact I consider it superior to any I have ever seen. It is all and more than you represent it to be."

(Signed) WILLIAM BARNES.

JOHN DEERE PLOW CO. LTD.

Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.
Medals and Diplomas, World's Fairs,
Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumpers.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG



All Along the Road

The David Bradley Double Cam

Steel Hay Press

is the favorite because it is the simplest press ever made. You can't beat it. It has all the strong points, will put full weight into a car, is easy and light to move, and it can't go wrong or get out of order because there is nothing about it to get out of order. Just a plunger, a double cam and a plunger draw. But they are well made. That's the secret. Come in and let's talk this matter over. You can't tell all about the David Bradley Press just from the picture.

We have a few of these popular Presses left, which we are going to sell at a very enticing price.

If you need a Press write at once to

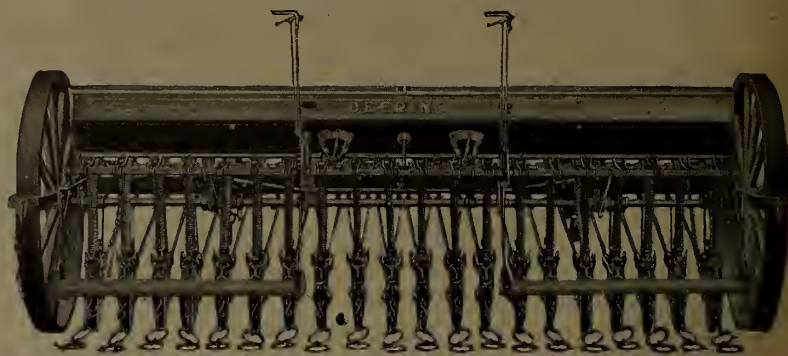
A. C. McRAE,

King & James Sts.

WINNIPEG

MAN.

Deering Drills Insure Increasing Drill Sales



Deering Drills are established among the farmers of Canada. Built at Hamilton, Ontario, and perfected to meet all local conditions, they bear an enviable record for good work.

If you do not handle Deering Drills many sure sales are passing you by, while most of your customers will buy a Deering Drill as readily as any other.

The complete Deering line includes disk harrows, peg-tooth harrows, spring-tooth harrows, cultivators, seeders, drills and land rollers, made in different styles and sizes to meet the needs of your trade.

Repair parts are carried in stock at all branch houses.

A Deering contract is a business builder. Talk it over with the blockman, or write to-day to the nearest branch house.

Western Canadian Branches

International Harvester Company of America

(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

The Name Tells a
True Story.

SUPERIOR

The Name Tells a
True Story.

Disc Harrow and Cultivator on Wheels.

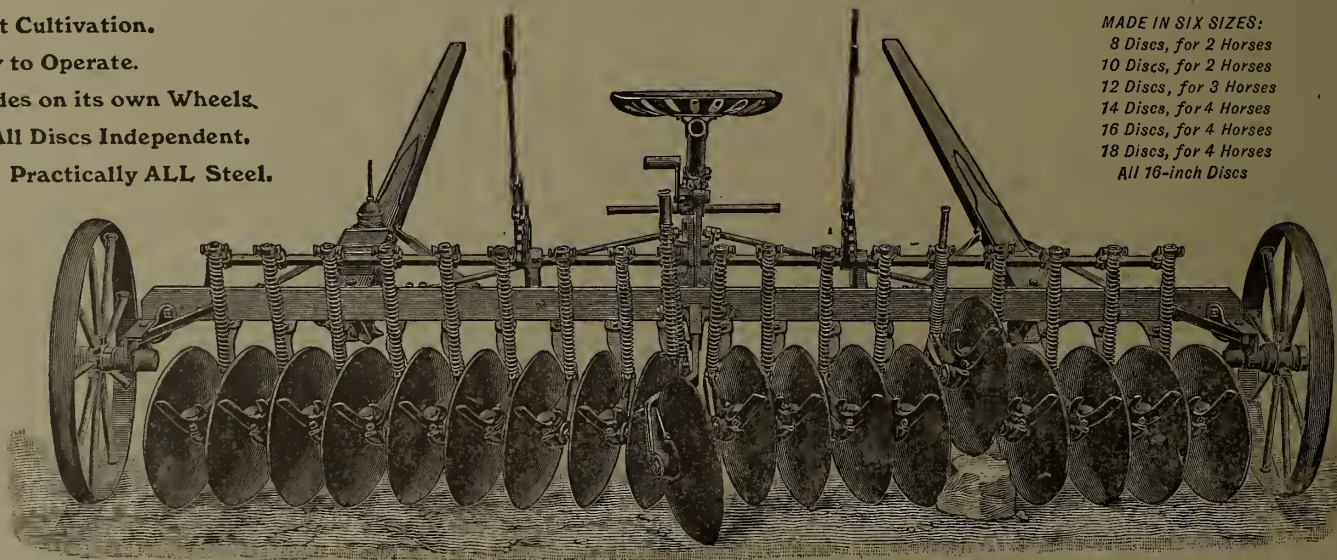
Perfect Cultivation.

Easy to Operate.

Rides on its own Wheels.

All Discs Independent.

Practically ALL Steel.



MADE IN SIX SIZES:
8 Discs, for 2 Horses
10 Discs, for 2 Horses
12 Discs, for 3 Horses
14 Discs, for 4 Horses
16 Discs, for 4 Horses
18 Discs, for 4 Horses
All 16-inch Discs

REAR VIEW 18-DISC SUPERIOR DISC HARROW ON WHEELS.

If you want the Agency for the Best Harrow in the World, write NOW for Catalogue and Prices.

The American Seeding-Machine Co., Incorporated,
King and James Sts. Winnipeg Man.

TRACTORS

— FOR THRESHING —

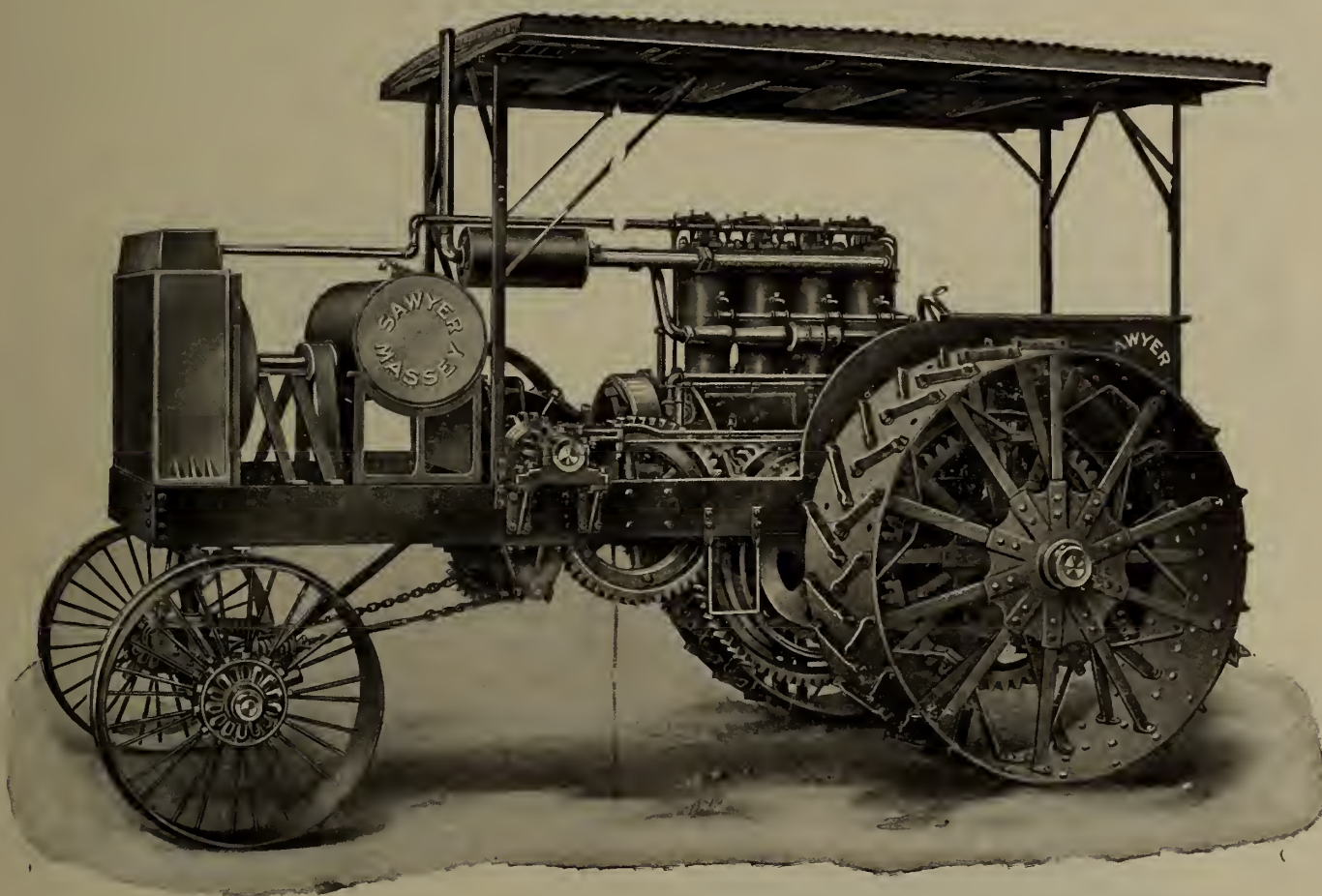
CANADIAN and BRITISH

Great West Tractor

Made at Hamilton, Ont., by Canadian workmen, combines power and durability with light weight and a high road speed. Exerts the pull of 22 horses at the drawbar and 45 horse power in the belt. Two road speeds. Will drive any separator up to 32x56. Being made in Canada the duty over foreign machinery is saved.

British Colonial Tractor

Made at Gainsborough, England, by British workmen; it is built like a battleship, and is without doubt the finest finished Tractor offered in Canada. Massive reinforced construction, dependability, strength, combined with perfect machine work, are offered you in this Gas Tractor Wonder. These Tractors come in two sizes: 16-35 h.p. and 32-70 h.p.



SAWYER-MASSEY "MADE-IN-CANADA" TRACTOR.

Immediate Delivery

Anywhere. Delays are costly. Sawyer-Massey prompt service saves you money as well as makes you money. Back of our Customers, Dealers, Travellers and Branch Houses is a well-organized CANADIAN Factory in harmony with CANADIAN conditions, and able to properly anticipate and take care of Canadian business.

Sawyer-Massey Machinery

**Separators Gas Tractors Horse Powers
Steam Engines Road-making Machinery**

It is easy to sell Sawyer-Massey Machinery. Get the Agency.

SAWYER-MASSEY CO., LIMITED.

Factories:

HAMILTON, Ont.

Western Branches:

REGINA, Sask.

WINNIPEG, Man.

Adams' Wagons



ADAMS' STANDARD WAGON

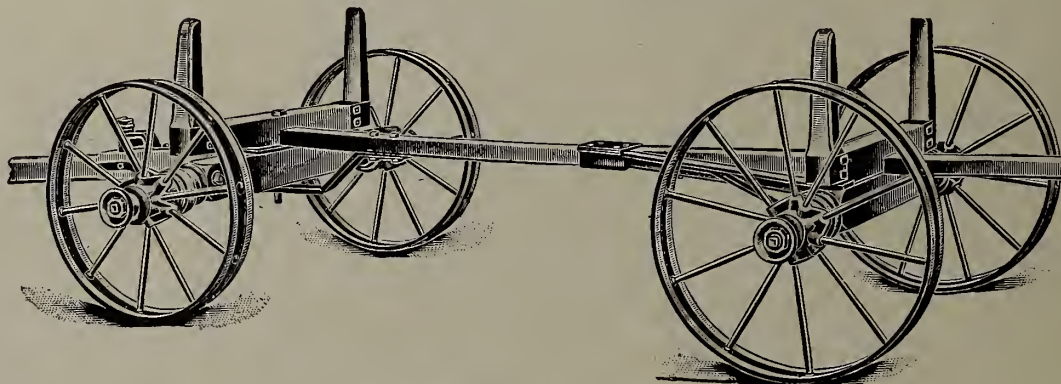
The durability of Adams' Wagons, their modern construction and complete adaptation for the purpose they are intended are well known to Western farmers. A thorough explanation to the prospective customer of the many superiorities of Adams' Wagons never fails to sell.

They are made specially for us, and are warranted by us. We know from actual inspection during manufacture that nothing but the very best selected wood-stock, thoroughly seasoned, goes into their construction.

Light running, well finished, of attractive appearance, thoroughly tested and tried by thousands of satisfied users.

Metal Wheel Trucks

TRUCKS
that give
SATISFACTION
to every
user



TRUCKS
that bring
NEW BUSINESS
to every
seller

THE "DANDY" METAL WHEEL TRUCK

We carry the largest and most complete line of Metal Wheel Trucks to be found in Western Canada. You are missing a good thing if you do not handle these trucks;—the wisdom of the Dealer who sells no other will not be long in becoming apparent.

In addition to Adams' Wagons and Metal Wheel Trucks we have Mountain Wagons, Heavy Teaming Gears a full line of Lorries, Dumpcarts, etc.

"Perfection" Grain Tank

Grain tight
Flax tight
Special Tie Bolts
Automatic Lock
end Gate
Anti-Spill Board



Many Dealers carry the "PERFECTION" Grain Tank exclusively. They are proud to tell the Farmers so, and they find it PAYS. The flaring sides on the "PERFECTION" come out wider than on any other tank on the market. This brings the load closer to the wagon and prevents it from being top-heavy. The flared sides are braced with wood knees, re-inforced by heavy braces, making a strong, stiff, light, and perfectly tight tank.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

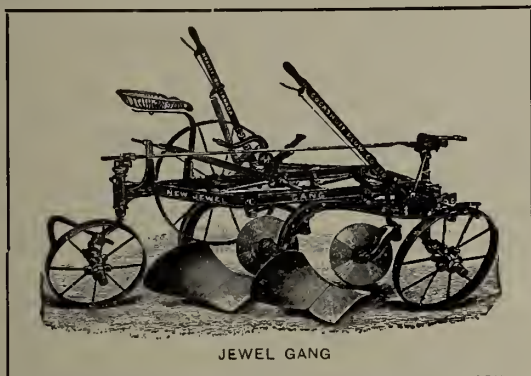
Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

Four Great Plows

Widely Used—Strongly Recommended.

Wherever farmers give close attention, the Cockshutt Plows have won their way, for we have always built what we knew to be consistent with good service and reliability. The volume of our business is the best proof of the quality of the plows.

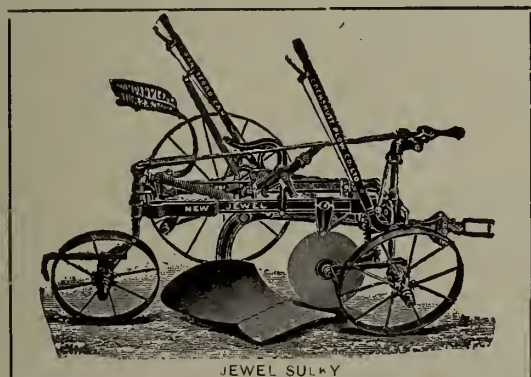
Here are four Plows made to give good service,—and give it constantly. Their immense superiority lies in their absolute mechanical perfection and reliability. These plows have great capacity in variation of depth of furrow, light draft, ease of handling, and great strength.



A perfect modern plow. Superior to all other high-lift gangs. A leader of the popular line.



A convenient, quickly handled high-lift plow that will do the work. Fitted for sod and stubble plowing.



From the ground up it has all the latest ideas in plow building. Durable. Easy working.



Strong and serviceable. A popular and dependable walking gang; — specially adapted to western soil conditions.

These
Four
Excel
in
Every
Point
Important
to

the Western Farmer.

YOU should handle them!

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie.

The Cockshutt Line

"Made famous by Dependability."

We are prepared to prove to you that the Cockshutt Line of Implements is the biggest money-maker you can couple up with your business.

We can't do it **HERE**—it would take too much space. So, we are confining our invitation to become a Cockshutt dealer to a series of statements which no dealer can afford to ignore.

Sales

The demand for Cockshutt Implements penetrated everywhere by sheer merit and is steadily growing. Dealers do a profitable business from the very start, for the market is wide-open everywhere.

Quality

Farmers of Western Canada are now demanding implements of **QUALITY** more than they ever were, and thousands have already learned by actual experience that our line is of the very highest quality and workmanship. Cockshutt Implements stand every possible test that Western conditions demand, and the large increase in sales during the present year is the best proof that our Implements meet with the approval of men who place **QUALITY** above all things else.

Durability

This is a great outstanding feature of all Cockshutt Implements which farmers appreciate. It is not difficult to make an implement to **SELL**, but to make an Implement that will **LAST** for **YEARS** and stand up to its work without a hitch under all conditions is another matter. Any of your customers who have had experience with our goods will tell you that Cockshutt Implements are durable and reliable.

What we do for the Dealer

Follow the farm papers carefully and you will see the help we are giving our dealers by constant publicity. In addition to our advertising you can always depend upon our full co-operation to increase your business, for we give you any assistance in our power to advance your interests.

Make arrangements **NOW** to get the exclusive Agency in your locality if we are not already represented there. Write **TO-DAY**.

DRILLS	Shoe Single Disk Double Disk Grass Seed att.
WALKING PLOWS.....	Cross Plows Prairie Breakers Combination Plows Brush Breakers
SULKY PLOWS (Breaker or Stubble)	Domino J. G. C. Jewel
WALKING GANGS (Breaker or Stubble)	Columbia Empire Empire Chief Light Triple
RIDING GANGS .. (Breaker or Stubble)	24 in. & 28 in. Jewel 24 in. Beaver
ENGINE GANGS (Breaker or Stubble)	5 furrow 6 " 8 " 10 " 12 "
ROTARY DISK HORSE PLOWS..	1 furrow 2 " 3 " 5 "
ROTARY DISK ENGINE PLOWS..	1 Section 4½ ft. 2 Section 9 ft. 3 Section 14 ft.
DRAG HARROWS	Diamond Clip Boss Lever Spring Tooth
DISK HARROWS (3 widths 3 sizes plates) (Horse or Engine)	In-throw Out-throw Spring Pressure T-beam Orchard Double Discs Tongue Trucks
SCUFFLERS	Ruby Diamond Point Long Hillers
CULTIVATORS ..	6 foot Climax 8 foot Climax
CORN CULTIVATORS	Stiff Tooth Spring Tooth
CORN PLANTERS ...	
STEEL ROLLERS	
PULVERIZERS	16 Wheel Plain 22 Wheel Plain 16 Wheel Subsoil 22 Wheel Subsoil
MANURE SPREADERS	50 Bushel 70 Bushel
HAY PRESSES ..	Horse Engine Drive
WHEEL BARROWS...	
WAGONS	Special Standard Teaming Semi-Mountain Mountain Trucks Dump Lorries
DUMP CARTS ..	
METAL WHEEL TRUCKS	Dandy Perfection Harvest Queen Cook No. 25

GRAIN TANKS .	{ 125 Bushel 150 Bushel
BINDERS	{ 6 foot 7 foot 8 foot Pole Trucks Transport Trucks Flax Attachment
REAPERS	
MOWERS	{ 4½ foot Standard 5 foot Standard 5 foot Giant 6 foot Giant
RAKES	{ 9 foot 10 foot Side Delivery
HAY LOADERS .	{ Plain With Fore Truck
ROAD SCRAPERS ...	{ Columbus Winner Ox Shovel Buck Wheel
FANNING MILLS	{ 24 in. No. 1 32 in. No. 2
GRAIN GRINDERS	{ 6 in. Plate 8 in. " 10 in. " 11 in. " 13 in. " 15 in. "
WOOD SAWS ...	{ 22 in. Blade 24 in. " 26 in. " 28 in. " Pole Saw Att.
HORSE POWERS	
JACKS	
STRAW CUTTERS	{ Hand Lever No. 1 Hand No. 2 Combined No. 3 Power No. 4 Blower
ROOT PULPERS.	{ Side Wheel Cylinder
POTATO MACHINERY	{ Planters Fertilizer Att. Corn Planter Att. Sorters Cutters Sprayers Diggers
BUGGIES	{ Democrats Road Wagons Auto Seat Stanhope Phaetons Surreys Traps
SLEIGHS	{ 2 in. Single Bunk 2½ in. Single Bunk 2½ in. Double Bunk 3 in. Double Bunk Heavy Logging
(Cast or Steel Shoe)	
CUTTERS	{ Piano Box Corning Auto Seat Half Speeder Speeders Jumpers Delivery Bobs

Cockshutt Plow Company Limited

Branches:

WINNIPEG

REGINA

CALGARY

SASKATOON

Distributing Warehouses:

Red Deer

Lethbridge

Edmonton

Brandon

Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

A French Motor Contest.

Regarding the result of the motor contest held at Chelles in France, it is particularly interesting from the standpoint of a comparison between European and American machines. French makers of agricultural machinery have allowed themselves to be outstripped by those of other countries, and few of the constructors of this type of machinery can furnish either a statement of prices or of conditions of efficiency. The question has been regarded from two different points of view, and the constructors as well as the agriculturalists are divided into two classes—the partisans of automobile plows and those of plows drawn by cables.

The important question in France, however, is not that of the method of propulsion or traction, but that of the tool which actually works the soil. According to an expert view in the Scientific American, French engineers have calculated that the work of the ordinary plow ranges from 2,800 to 7,200 kilogram-meters (20,000 to 52,000 foot-pounds) per cubic meter (35.3 cubic feet) of earth turned over. The work done by the spade in human hands is only 1,150 to 2,200 kilogram-meters (8,300 to 15,900 foot-pounds) per cubic meter of earth.

From this it appears that the spade is far more efficient than the plow, and this discovery leads to the inference that the question of motor-culture involves the development of tools specially suited for the purpose. The spade is well adapted for human hands, the plow for animal traction, but a tool differing from either will probably be found best for use with steam or other motors.

One French expert protests against the idea that the plow is indispensable for working the soil. Strips of earth, he says, can be marked off and turned over in exactly the same manner by thirty-six different mechanical devices. This problem of motor-culture is at present the subject of much controversy in France. The friends of motor-culture are looking forward eagerly to the exhibition to be held by the French Association for Motor-Culture at Rheims, in September. Some idea of what French agriculture was, and is yet in many districts, may be given when the writer remembers a few years ago having seen in the Bordeaux district women and girls dragging plows and harrows in the fields while the peasant guided the primitive plow along its furrow. Surely then, some alleviation of the sad, drab monotony of the life of the French peasant is needed, and, constructors of agricultural machinery will make efforts to modernize the system of tillage. Poverty is common among the French farm lands, and even the necessary horse is beyond the means of many of the smaller farmers. Five tractors were entered for the trials at Chelles, one being forced to withdraw owing to a stripped gear. Four of the machines were strikingly representative of successive types in evolution which has begun in the United States, and which may be completed within the lifetime of our present agricultural engineers.

The Cima tractor (made by the International Harvester Co. in France) is composed of a chassis carrying a horizontal motor with two flywheels. The whole rests upon the small front wheels, and two large rear wheels, the latter being the drivers. The mechan-

ism is similar to that of the ordinary automobile. The motor produces 28 horse power, and makes 290 revolutions per minute. The tires of the drivers are 22 inches wide, which, however, can be increased by an extension to 30 inches for use on wet soil. The whole machine is about 16 feet long by 8 feet wide. It draws a Mogul (Parlin & Orendorff) plow attached directly behind it, having five shares, self-adjusting for surface. The fuel used is benzol, which is used at the rate of 32 pints per hour. This machine plowed one to one and a quarter acres to a depth of seven inches in one hour, at a cost of \$1.74 to \$2.32.

The J. I. Case Threshing Machine Company of America produced a 45 horse power Case engine, which drew a five-share plow through 12-inch deep furrows. In ten hours ten acres were plowed by this engine. The cost was about \$1.20 per acre, including coal oil and labor. In a trial made in Southern France this outfit plowed 13.7 acres 13 inches deep in one day at a cost of \$8.20. The large capacity for work of this engine is diminished by the time spent in replenishing the water tanks, and French engineers prefer the gasoline motor in this respect.

The Lefebvre tractor uses benzol as fuel, and runs on three wheels. The front wheels steer, the power being applied to the rear wheels. The motor is 24 to 30 horse power, and has a gear system whereby change speeds of 1.9, 2.5, 3.1 and 5.6 miles an hour can be attained. This tractor also has an arrangement for maintaining adhesion to the ground without undue weight of design, which seems an excellent idea when one considers the extreme packing done by

heavy types of tractors. This adhesion frame can be raised when the tractor travels on ordinary roads, and is only lowered during field work. The weight of the machine is only 2,500 kilograms (5,510 pounds). In ordinary tractors the drawbar pull is only from 20 to 25 per cent. of the weight sustained by the driving wheels. Hence a pull of 1,000 kilograms would require a weight of 4,000 or 5,000 kilograms on the drivers, or a weight of 5,000 or 6,000 for the whole machine.

In the Lefebvre tractor a pull of 1,000 to 1,200 kilograms is obtained with a weight of only 2,800 kilograms, which shows the advantage of the adhesive apparatus. This apparatus consists of an endless chain of the caterpillar type, and it was found to give fine results without clogging. This system gives far greater bearing surface than do wheels and the chain has a superior gripping power upon soft ground.

The Landrin disk-plow has three large disks on a square shaft, which can be rotated at different speeds so as to produce the right pulverizing effect in different conditions of soil. In the Gilbert machine, shown at Chelles, the same design is embodied, however, without a variation of speeds. One feature of the drive wheels is that of movable dogs or lugs fastened to an eccentric at the axle, thus adding to the gripping capacity of the wheel.

The Linard-Hubert motor plow has a certain resemblance to the American type of gang plow. The plows are fastened to a tubular frame which is raised and lowered by the power of the motor. Flat friction disks hold the plow bottoms to the frame, and of-

for a yielding factor for safety in case of obstructions.

The Benedetti motor plow is a tremendously large and heavy machine with four drive wheels. It can be run equally well in either direction, two steering wheels being provided. It has two frames, bearing nine plows each, one of which is at either end of the machine. The plows are raised and lowered as the steam lift plows are in the United States.

The Bajac tractor is equipped with an auxiliary winding gear with a cable for use in emergencies. It pulled a rotary cultivating machine with drive wheels in front, driven by a chain from a secondary shaft, the same shaft driving the rotary cylinder behind, in which the rigid hoe shaped tools are set. These tools are cleaned at every revolution by a cam-operated plate which scrapes the surface of the hoe.

The Arion tractor moves by hauling itself along a fixed cable, the ends of which are anchored to cars at each end of the plowing field. This tractor has a light four-wheeled chassis and a 30 horse power motor, running at 450 r.p.m. The revolutions, however, can be increased and varied between 350 and 700 revolutions per minute. Its speed varies from .6 to 3.7 miles per hour. By the rotation of pulleys the tractor and plows are drawn from one end of the cable to the other along a steel cable $\frac{5}{8}$ of an inch in diameter, but this system would be of little use on the large acreages of Western Canada.

With a Brabant plow of 12 to 13 inches draft, the Arion tractor can plow 3.7 acres per day, using 18 pints of benzol per acre. A similar machine was made a few

years ago by a concern in Columbus, Ohio, and Fowler, the agricultural machinery engineer of Leeds, England, was the pioneer of this system of cable plowing. The latter employed two tractors working from opposite sides of the field, drawing the plows by means of revolving drums and a steel cable. This has been found to do well in deep plowing, only is expensive on account of two engines being required.

The Koszegy rotary tillage machine entirely dispenses with the plow, and in its place has a rotary mechanism which combines the plow, the disk, the harrow and practically all other implements for tilling and pulverizing the soil. This is a very large machine, embodying the ordinary features of a tractor, driven by a four cylinder motor, and in addition a chain-driven drum at the rear, to which are attached the cultivating tools. This drum has a vertical adjustment whereby it may be raised or lowered to suit the depth of ground to be worked. Ten steel disks, set in a plane at right angles to the drum shaft, and carrying six hoe-shaped tools each, form the cutting mechanism, the idea being to break up the soil into clods and destroy weeds as well as bury them. In the trials the drum rotated at 100 revolutions per minute, demonstrating its efficiency in wet soil, to which it was not thought to be adapted. The pulverized earth is carried over the drum, like water over a mill wheel, falling in an even layer of small clods, which gives the field the appearance of being thoroughly harrowed. The weeds are pulled up, shaken free from earth and left on the surface. Experts present maintained that a machine of this type would be ideal for dry-farming.

In hard packed soil plows are frequently useless, whereas this type of earth milling machine has a good pulverizing action upon the surface and leaves it receptive for the storage of moisture.

The lessons of the contest at Chelles are much the same as the lesson we learn at the Winnipeg contest. We see the greatest single advantage of the gas tractor, and one which has led to its final supremacy in the United States. We see demonstrated in practice the endless chain, the potency of which as a traction mechanism has long been admitted in theory, even though mechanical objections have made for the greater popularity of the wheeled tractor.

The effort in America has been to substitute a better motor for the horse, using in connection therewith the plows, drills, harrows and binders developed for animal power. We have a radical improvement of the latter machines and, especially in the case of the plow, a radical change in construction, as these implements were better adapted for use with tractors. The art rests at that point in America today. Few, if any, manufacturers are looking further ahead than the perfection of direct-pulling tractors which will give under all circumstances as general satisfaction as the farmer has with his horse.

The objections to the various substitutes which have resulted in the practical supremacy of the direct tractor are easily stated. In the double engine and cable system, which is costly both in outlay and in operation, the capacity is limited and the outfits not adapted to use in large fields on account of the limitation to the length of the cables. Auto-

plows, that is, machines containing plows closely combined in a frame, together with the motor and driving mechanism, have the advantages of being easily worked in corners, but makers of this type of machine overlook the fact that plowing is only one of the many operations which must be accomplished. The harvester cannot be slung under the tractor frame, neither can the disk nor the drill, and the shift in the distribution of weight in the different operations may effect a serious loss in tractive efficiency.

No Suffrage There.

A woman missionary in China was taking tea with a mandarin's eight wives. The Chinese ladies examined her clothing, her hair, her teeth, and so on, but her feet especially amazed them.

"Why," cried one, "you can walk and run as well as a man!"

"Yes, to be sure," said the missionary.

"Can you ride a horse and swim, too?"

"Yes."

"Then you must be as strong as a man!"

"I am."

"And you wouldn't let a man beat you—not even if he was your husband—would you?"

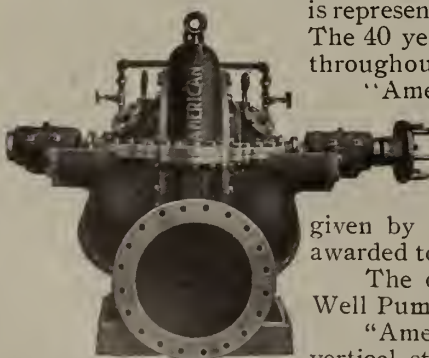
"Indeed I wouldn't," the missionary said.

The mandarin's eight wives looked at one another, nodding their heads. The oldest said, softly:

"Now I understand why the foreign devil never has more than one wife. He is afraid!"—Western Christian Advocate.

No woman ever wearies of a man unless he is a fool and gives in to her—then she grows sick of him.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

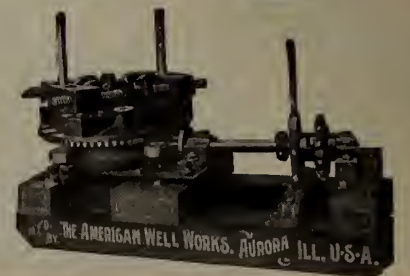
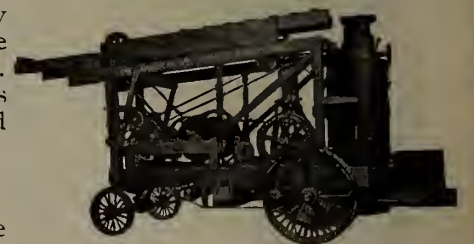
The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A. Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds
Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows
Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



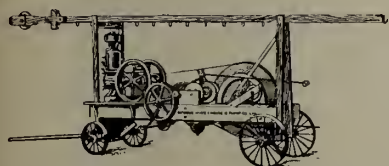
*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

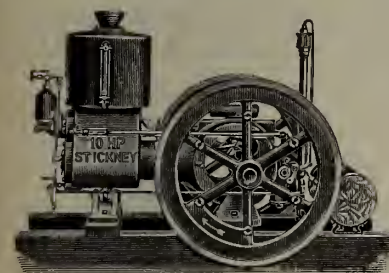
Deere & Webber Co.,	Minneapolis, Minn.
John Deere Plow Company,	Moline, Illinois.
John Deere Plow Company,	Omaha, Nebraska.
John Deere Plow Company,	Sioux Falls, S. Dak.
John Deere Plow Company,	Kansas City, Mo.
John Deere Plow Company,	Oklahoma City, Okla.
John Deere Plow Company,	Denver, Colorado.
John Deere Plow Company,	St. Louis, Missouri.
John Deere Plow Company,	New Orleans, Louisiana.
John Deere Plow Company,	Nashville, Tenn.
John Deere Plow Company,	Atlanta, Ga.
John Deere Plow Company,	Dallas, Texas.
John Deere Plow Company,	Portland, Ore.
John Deere Plow Company,	Spokane, Wash.
John Deere Plow Company,	Boise, Idaho.
John Deere Plow Company,	San Francisco, Cal.
John Deere Plow Company,	Indianapolis, Ind.
John Deere Plow Company,	Columbus, Ohio.
John Deere Plow Company,	Baltimore, Md.
John Deere Plow Company,	Syracuse, N. Y.
John Deere Plow Company,	Des Moines, Iowa.
John Deere Plow Company,	Milwaukee, Wis.
John Deere Plow Company, Ltd.,	Winnipeg, Man.
John Deere Plow Company, Ltd.,	Saskatoon, Sask.
John Deere Plow Company, Ltd.,	Regina, Sask.
John Deere Plow Company, Ltd.,	Calgary, Alta.
John Deere Plow Company, Ltd.,	Edmonton, Alta.
John Deere Plow Company, Ltd.,	Lethbridge, Alta.
John Deere Export Company,	New York, N. Y.
Con. Wagon and Machine Co.,	Salt Lake City, Utah.
Bristol & Gale Company,	Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS

The "Ontario" Line for Big Profits



Climax Well Drill. The best on earth.



Stickney Engine. World famous.

Mr. Dealer: When you are "on the fence" as to your next move—when you are considering a change of line—when you have grown tired of the line of goods you are now handling and are looking around for something BETTER—THAT'S THE TIME WHEN YOU OWE IT TO YOURSELF TO LOOK INTO

The "Ontario" Line

and to investigate the "Ontario" method of Dealer and Manufacturers co-operation.

The "Ontario" Line under our new scheme is a line unsurpassed in up-to-date features and effectiveness in getting RESULTS.

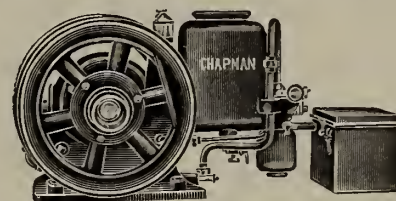
It will pay you to let us send you particulars.

SOME OF OUR LEADERS:

The Famous line of Stickney & Chapman Gas Engines. Toronto Grain Grinders. Airmotor and Canadian Pole Saws. Feed Cutters. Aylmer, Standard, Truck and Pitless Scales. Toronto Windmills. Pneumatic Pressure Tanks. Pumps, Tanks, Troughs, Pipe and Fittings, Everything in Water Supply for the farmer. Climax and Chapman Well Drilling and Boring Machinery, also supplies.

Ontario Wind Engine & Pump Co., Ltd.

WINNIPEG TORONTO CALGARY MONTREAL

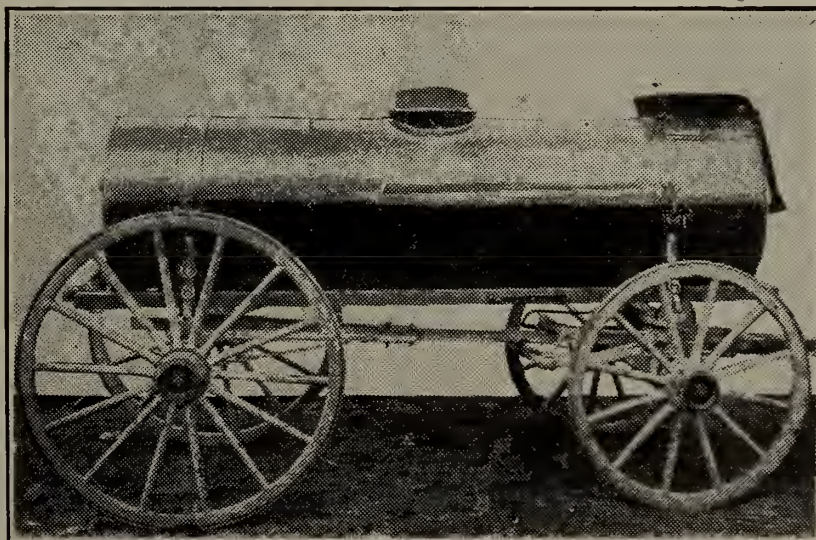


Chapman Gasoline Engine, the best 2 H.P. Engine ever produced.



Toronto Windmill. A fine seller everywhere.

**Western
Standard
Steel Storage and
Wagon Tanks,
for Water, Oil and
Gasoline**



Western Standard Oil and Gasoline Wagon Tank—Style B.

STEEL TANKS ARE OUR SPECIALTY

Our prices and discounts prove a great inducement to Dealers.

When in town give us a call, or write for our list of prices and discounts.

Red River Metal Co.,

51-53 Aikins Street, Winnipeg

We are located just off Dufferin Avenue car line—6 blocks west of Main Street.

The Dealer and Barn Equipment.

Western Canada presents today the peculiar anomaly of a wonderfully productive country which imports most of its food products.

Our prairie provinces possess a soil that is highly productive, a soil capable of producing nearly every kind of farm product, yet in spite of this fact these prairie provinces have not been able for the past ten years to supply the food demands of their population, and this population is increasing by leaps and bounds every month.

The reason is simple, it requires very little philosophical analysis. The single purpose of the vast majority of Western Canadian farmers seems to be to produce as much grain as possible.

Statistics are not available showing the enormous importation of food products from the United States and Eastern Canada, but most of the poultry and eggs used in the West come from outside.

It is strange, yet painfully true, that the largest section of Western Canada faces a dearth of

dairy products. During the year 1911, the milk shortage became so acute that the border states of our neighboring country were called upon to supply the deficiency.

It is estimated that the imports of milk for the city of Winnipeg alone, having a population of less than 200,000, average, between the months of November and February, a weekly value of \$45,000.

With a population of 1,700,000 Western Canada is not producing enough to supply its immediate needs. It depends on outsiders to supply millions of pounds of bacon and mutton, its market is filled for weeks at a time by chilled mutton from Australia and frozen mutton from Prince Edward Island.

So far, in a struggling manner, Western Canada has been able to meet the demands of its population for beef, only the great cattle ranges are passing and the whirr of the binder and the noise of the toiling tractor resound across sweeping miles of prairie where once the huge herds

browsed accompanied by their cowboy attendants.

Several sessions of the Dry-Farming Congress, at its great meeting at Lethbridge, October 21st to 26th, will be devoted to the discussion of ways and means to bring about the production of foodstuffs for local markets, and such discussions are sorely needed in Western Canada today. This Western world suffers from two malignant fevers—real estate and wheat growing. It is hard to differentiate which of the two is the more fatal in the end for the amateur speculator.

The land cannot produce wheat indefinitely; land has its weariness as have overstrained muscles. One form of food would sicken and nauseate the strongest digestion, even so will the land become sick, and willing or unwilling, the farmer of Western Canada will have to take up diversified farming.

The implement dealer need not look to that fact with the idea that it must necessarily injure his sales. He simply must supply what the public demands, and, after all, that is the bedrock

axiom of success in retailing. If they require fewer tillage implements they will require an equal monetary value of other commodities for mixed farming—barn fittings, separators, milking machines—an endless variety; and wise will be the dealer who has foresight to see that day afar off and be able to supply the demand for such barn equipment.

Time was when the old cow lumbered into her shadowy stall at the close of day to stolidly munch the bran and oats that formed her complete daily menu. There was no thought of artificial illumination for the barn, we groped along in stygian darkness and barked our shins as we looked for the necessary pitchfork. The pigs squealed in a funereal pen, the rooster and his wives picked at the feed-pan on the top of the dark chicken coop, and Dobbin looked round to see the cause of the light when the farmer came in at night with the lantern to throw him some fresh bedding-straw.

Today the curried, antiseptically sprayed bovine steps into her hygienic, concrete-floored

Increase Your Profits.

Louden Sanitary Steel Stalls will help you.



Dairy profits depend on the economical production of milk. **LOUDEN SANITARY STEEL STALLS** give the cow the greatest possible comfort and keep her stable clean, bright and sanitary, thus encouraging her to the maximum production.

LOUDEN STEEL STALLS save labor for the farmer. This appeals to him and, furthermore, means profit to you. They are indestructible and never need repairing. In a word they are the strongest and most durable stalls that can be constructed by anyone. It will pay the dealer who does not already handle our Stalls to get our catalogue and quotations.

Get the Agency for your District.

Louden Hardware Specialty Co.

513 Martin Avenue WINNIPEG, MAN.

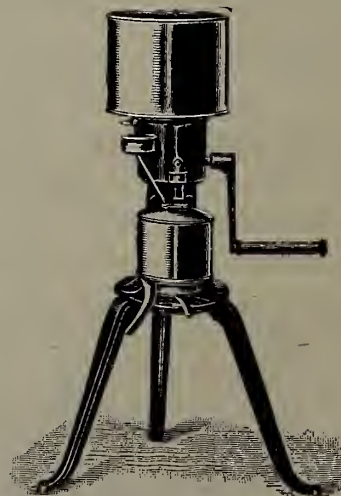
Perfect Barn and Stable Equipments, Clay, Gates, etc.

MELOTTE CREAM SEPARATORS

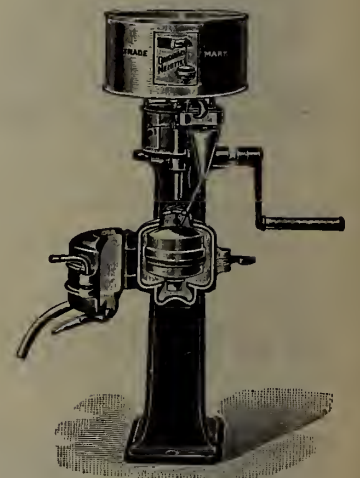
Turn Easiest

Skim Cleanest

Last Longest



LEG MODEL
280 to 720 pounds per hour.



SOLID BASE MODEL
400 to 1,300 pounds per hour.

The "MELOTTE" is the Cheapest Cream Separator to Buy.

THE REASON WHY:

Lasts Longest.
Does its work best.
With least power and gives genuine satisfaction.

The Separator to Sell
It makes you Money

R. A. LISTER & CO. LIMITED
197 Princess Street, Winnipeg.

stall, inserts her cranium through the up-to-date stall fittings, and daintily partakes of a light alfalfa lunch.

The porcine aristocrat, still wallowing in deep ecstasy and deeper mud, retires to a concrete, artificially lighted abode, provided with steam heat against the cold weather. The modern chicken house is sanitary and well lighted, in fact some modern farmers burn electric light in their chicken houses, thereby increasing their egg production.

Old Dobbin has a spick and span stall in a stable that is as well lighted and ventilated as the residence of the farmer; in short the great danger of today in the animal world is that the members thereof may become so aristocratic in their healthy and sanitary surroundings that they will refuse to obey the behests of mere mankind, and will want to leave the prairie farm so as to be located in the city.

Yet, all levity apart, this step of sanitary barns and stables is what should have been years ago. If live stock are valuable, they should receive care and should have comfortable quarters. Apart from the mere question of health, from the standpoint of the farmer and his family, the barn, filthy, undrained and odorous was an eyesore that should be dispensed with.

In the prairie provinces the implement dealer does not usually take much account of the machines and fixtures necessary to successful dairy farming, only he will find that the West, like the East, is beginning to realise that dairying pays and that scientific methods and machines

will be adopted rapidly when the tired wheat land will refuse to yield an unfailing return. Dairying is nearly reduced to an exact science, and science demands cleanliness, light and comfort.

The old dirty and cumbersome wooden stalls and partitions will have to go. They are only breeding grounds for bacteria. Now-a-days the dealer—if he is wise—should be able to show the farmer modern stalls and stanchions constructed of light steel piping that offers a minimum surface for collecting dust and dirt.

These modern stalls mean absolute comfort for the cow; she can lie down on either side and rise easily; she has no weight on her neck as in the ordinary chain halter, and, beyond all, she, although possessing perfect freedom of movement sideways, is restricted in position backwards or forwards, thereby insuring that the manure is confined to the gutter, keeping the stall clean.

Cement floorings at a proper angle, with grooved run-ways, are the ideal flooring for the modern barn. They are clean and easily kept so, do not soak up moisture, which is one of the chief causes of tuberculosis in cattle.

In a barn or stable fitted with steel stalls and a cement floor the risk of loss by fire is greatly reduced, and in the event of fire these steel stalls can release the cows in a fraction of the time necessary with a chain tie. In the steel stall and concrete floor construction in barns, the undesirable company of vermin is

(Continued on Page 12.)

Built on a Rock

The Splendid Reputation
— and Prestige of —

DE LAVAL CREAM SEPARATORS

all over the world, with both creamerymen and dairymen, is built upon a foundation that is as enduring as a rock.

The dealer who sells the DE LAVAL has a line of which he may be justly proud; a line that will satisfy and help to hold his trade in general, an easy selling line and a line that will make money for him.

De Laval dealers get the bulk of the separator trade in their localities, they get their price and they get their profit.



Agency Applications Invited

THE DE LAVAL SEPARATOR CO.

14 Princess St., WINNIPEG

173 William St., MONTREAL

BIG REWARD



Implement Dealers will be well rewarded by handling

The Famous

"Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—It will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

absolutely avoided, whereas the old time barn became a favorite resort of such pests. These steel stalls are made with mangers which can be raised and lowered, allowing the space underneath to be easily cleaned, and permitting more judicious feeding by the dairy farmer, an important point in the production of dairy produce.

Calf pens are constructed of steel stanchions and frames, whereby the calves can be readily tied up and fed individually, obviating the usual scramble on the part of the young of the bovine world.

To consider another great improvement in the barn we have the litter carrier, which is fitted to all modern dairy farms.

There is no task more hard, more disagreeable than the cleaning of barns and stables. Time was when the manure was tediously forked on to a wheelbarrow and pushed outside the barn or stable—no easy task when soft snow or mud lay thickly around the farm. Naturally the farmer pushed the wheelbarrow as short a distance as possible, making at the very door of the barn a foul, odorous heap that is productive of the worst diseases both in the cow and in the milk.

Does the farmer ever consider how he risks the life, not only of his own babe, but of many others by that foul fly-breeding heap of manure, past which the open milk pails are carried daily?

The litter carrier has points that should render it a selling factor for any implement dealer.

It is virtually a steel tank suspended from travelling pulleys which run along a single rail. When the carrier is filled with manure, even to the weight of 1,000 pounds, a boy can run it

out of the barn, clear away to the distant manure pile or, even better, discharge it into a waiting wagon by which it can be taken to the further fields instead of becoming a mass of festering filth adjacent to the farm buildings. They make the work of a strong man possible by a mere boy, no small concern where men are scarce and labor costly. Consider the winter months when the barns must be cleaned daily. With the litter carrier time and disagreeable labor are saved, as it runs along its level overhead track to the manure heap.

These carriers are not only adapted for manure disposal, but by them large quantities of cut feed, chopped grain, roots or ensilage may be transferred to the feed passages, saving many trips and consequent loss of feed by spilling and wasting.

Platform trucks can also be run on these overhead rails, on which milk cans, bags of grain, boxes, etc., can be carried.

These barn fixtures are no new or experimental feature of modern farms. They have been tried all over the country and have demonstrated their use and utility, their cleanliness, convenience and compactness. The man for the selling of such barn equipment is, beyond doubt, the implement dealer. They are as much a part of the modern farm as is the gasoline engine, and are far more simply understood. The dealer who handles a full line of such has in his hands a feature that is rapidly becoming a sure seller throughout Western Canada. The farmer realizes that mixed farming is inevitable, and impelled by the same spirit which induced his buying the tractor, the gang plow or the binder, he will buy modern steel stanchions and litter carriers and will make his

barn healthy and wholesome, comfortable for his livestock and free from the possibilities of pestilence and disease. The dealer should consider these equipments and if he does not already handle them should keep abreast of the times by getting an agency for their sales. Two of the most important and best known producers of this type of farm equipment in Canada are Beatty Brothers, of Brandon, Man., and Fergus, Ontario, and the Loudon Machinery Company, of Winnipeg, Man., and Guelph, Ontario.

These firms manufacture hay carriers, litter and feed carriers, steel stalls and stanchions, load binders, rack clamps, track unloaders, pulleys for all purposes, stacking outfits, lift hoists, pumps, etc., all of which command large sales with the stock raiser and in the equipment of the modern dairy barn.

The barns of the West are far from perfect, and too often the farmer does not even know that these improvements exist. It is up to the retail implement dealer to educate him to show the means whereby the barn can be changed from a seething hot-bed of uncleanness to a wholesome, well lighted ventilated edifice, comfortable for the beast and free from the possibilities of disease and death for the human race.

A man is never satisfied so long as there is anything he wants; a woman is never satisfied so long as there is anything she can get.

Any man can be cheerful when he gets what he wants, but it takes a good man to cheer up when he gets nothing but disappointments.

Motor Driven Machines on the Farm.

In a modern farm, having a dynamo run by a gasoline engine and storage batteries, electric power can be put to a great variety of uses, says Gas Energy.

Some of the machines used on the farm which may be motor driven are: Air pumps, water pumps, churns, cream separators, cow milkers, feed cutters, corn shellers, shredders, drills, horse clipping machines, ice cream freezers, ice machines, washing machine, ironing machine, sewing machine, vacuum cleaner, hay hoist, grist mill, husker, portable motor outfit, hay press, thresher, ensilage cutter, bone cutter, drier, wood surfer, planer, mangle, elevator, refrigerator, meat grinder, lathe, circular saw, band saw, sprinkling system, plow, truck.

Horse power required for farm machinery:—

Thresher	5 h.p.
Cow milker	1/2 "
Grindstone	1/4 "
Grist mill	15 to 30 "
Refrigerator	5 to 25 "
Pump	1/2 to 25 "

Tungsten Incandescent Lamps.	
20 candle power, 25 watts ..	.034
32 candle power, 40 watts ..	.054
48 candle power, 60 watts ..	.081

Carbon Incandescent Lamps.	
8 candle power, 28 watts ..	.037
16 candle power, 55 watts ..	.074
32 candle power, 110 watts ..	.148

Watson Adds a Plow Line.

The John Watson Manufacturing Company, of Winnipeg, will, in the future, handle the well-known line of plows made by the Janesville Machine Co., of Janesville, Wisconsin.

This change was made necessary owing to the fact that the American Seeding Machine Co., who formerly handled the Janesville goods in Western Canada, have sold the output of two of their factories to the International Harvester Co., and have closed their Canadian office.

The Janesville Machine Company are particularly fortunate in securing so old and well-established a company as the John Watson Manufacturing Company, who are one of the pioneers of the implement world, having been formed as long ago as 1847.

A progressive and up-to-date company, they should prove valuable selling factors for the complete line of the plow company, and should increase the popularity of their goods throughout Western Canada.

Agents! This is Your Opportunity

GOOD CROPS MEAN NEW BARN.

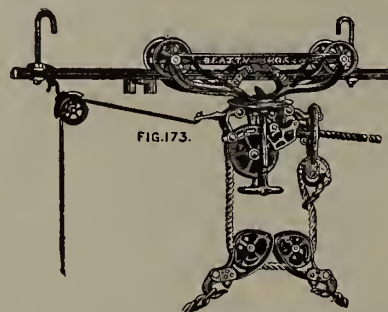
Every new barn needs a Hay Carrier for filling it. Be prepared to get this trade. A post card will bring you the BT Catalogue and prices. The BT line of Barn Equipment includes everything for horse stables or cow stables—Hay Carriers and Slings, Litter and Feed Carriers, Horse Stable Fittings, Iron Feed Boxes, Hay Rack Clamps, Ladders, Steel Stanchions and Cow Stalls.

All our Agricultural Colleges and Farm Papers are advocating mixed farming—mixed farming means that barns must go up, and in the next few years in every district of Western Canada thousands of dollars must be invested in barn equipment. It will be a profitable line for the dealers, as it is, at the present time, in the South and East. Write now and get the agency for the largest line. Our travellers will help you get the trade started. No other line is so well advertised. Write today.

We want Agents for BT Hay Tools.

BEATTY BROS., BRANDON, MAN.

Head Office and Factory: FERGUS, ONT.



The "BT" Sling Car

The Farmer and the 'Phone.

There can be little doubt that one of the most potent of the causes that co-operate to drive people towards the centralization of the city, and that keeps the city dweller from venturing on the prairie as a permanent inhabitant, is the utter loneliness of farm life on the sweeping prairies of the Canadian West. Man has ever been a gregarious animal; he likes the companionship of his fellow-men, and he is apt to tire of any kind of work that involves lack of social intercourse with his fellow human beings.

'Way down East things are different, the farms are not so widely spread apart, and yet, here and there, we may find the old gatherings of the rural district, the church services, the funerals, the weddings and the political meetings. There are in some parts, even today, "bees" for husking corn, paring apples, sewing, and so on, although they are rapidly fading into the obsolete. Out West, things are different. The homestead may lie thirty-five miles from the nearest township and six miles or more from the nearest neighbor. If one wanders through

the West and meets men who live month in month out apart from their fellow human beings, the force of the old saying "man was not meant to live alone," is forcibly brought to mind as one notes their abstraction, their silence, and their knitted brows that have become so by long, weary gazing across the wastes of the silent places.

For a woman, even with her husband, such a life is especially cruel, for the eternal feminine, far more than the stronger sex, requires the company of her own sex, and without it she slowly but surely tends to degenerate.

This fact alone, is a great justification for the installation of the rural telephone. In many Western districts today you follow the spidery wires as they sag from post to post along the long trail, branching off here and there—the little thread that binds the homesteader to the town and civilization. The uses of the telephone for the farmer are manifold. Not only can he call up his neighbor on points regarding crops, stock or implements, but he can also save time in calling up the implement deal-

er in town to ascertain whether he has or has not in stock any repair parts or other commodity that may be required by the farmer, thereby saving what may be only a fruitless errand.

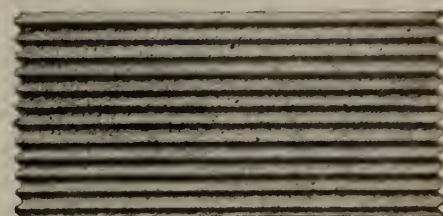
In the event of an accident or of sudden sickness, the rural telephone is a great boon to the farmer, since he can get in communication with the doctor, possibly saving life by the use of the wire that wanders across the prairie. For a lonely woman on the homestead it means a factor for confidence to have the knowledge that she can call up her near neighbors and talk to them.

Co-operation between the farmers of a district makes the installation of the rural phone very inexpensive, and in Western Canada there is unlimited scope for the adaption of the rural telephone, which can stretch its connecting wires, with civilization at the one end and the lonesome homestead at the other, across the rolling prairies of the Canadian West.

The world will never give you any credit at all till you are a success; then it will give you a thousand times more than you are entitled to.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS

get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.**

LIMITED.

MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

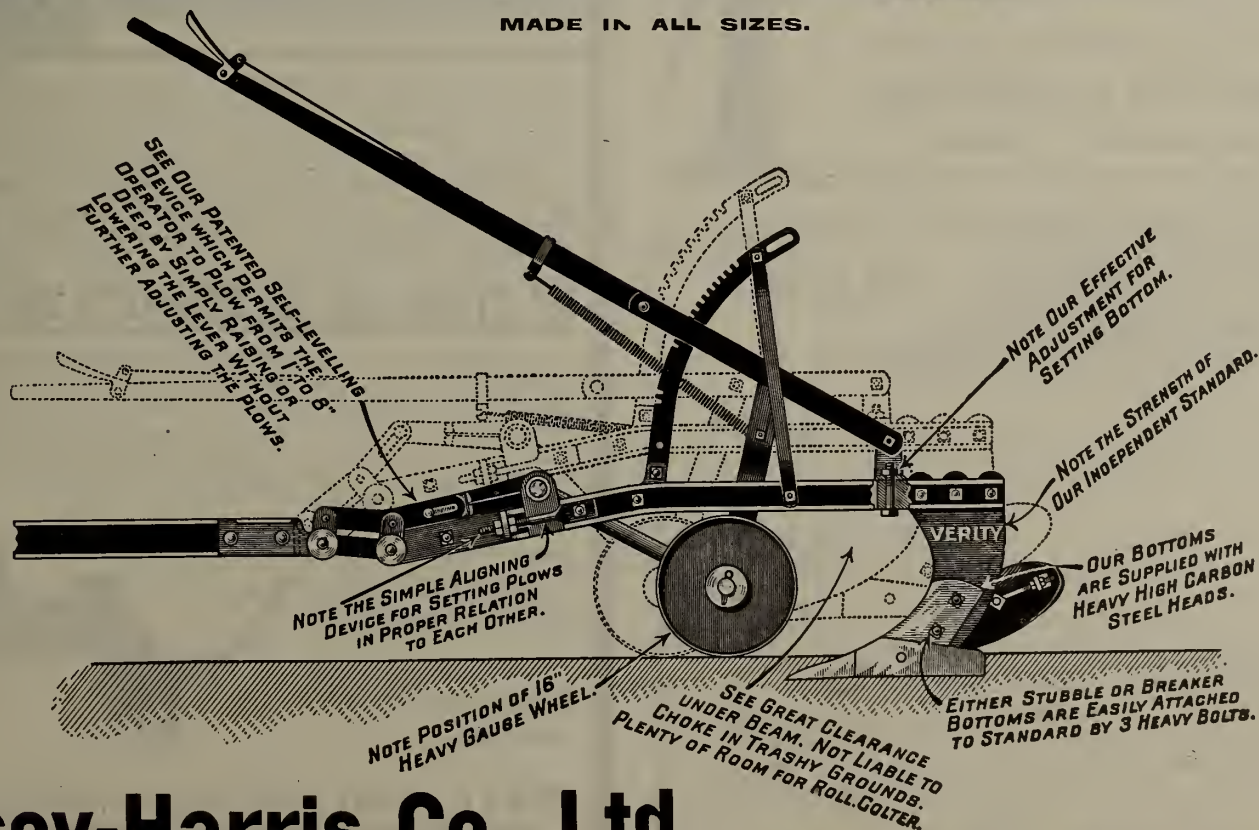
C53

FALL PLOWING WILL BE DONE WITH A Massey-Harris New Automatic Self-Levelling Engine Gang Plow

IF YOUR CUSTOMERS APPRECIATE GOOD WORK AND LOOK INTO THE MERITS OF THE PLOW THEY USE.

MADE IN ALL SIZES.

THE
MASSEY-
HARRIS
AGENCY
IS A
SURE
MONEY-
MAKER



GET OUR
NEW
BOOKLET
"POWER
PLOWS."

Massey-Harris Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary, Edmonton

Humility: a Dead Virtue.

By S. ANTHOME.

Pick up a newspaper today and scan the "salesmen wanted" column. The chances are about a thousand to one that you will see the word "aggressive" used several times. If any word in the dictionary gives me a severe pain in the region of the solar plexus it is the word "aggressive."

Applied to the tactics of a hero of the prize ring, or applied to the tweed suit of an Englishman on tour, it may be suitable, but to apply it to a man who claims to be a decent white man and a gentleman seems to me to be paying him a back-handed compliment. This same "aggressiveness," which can be termed egotism, positivism, self-conceit—a whole lot of more or less unlikeable qualities—is one of the causes today why we, as a race, smell too strongly of varnish and veneer.

The virtue of humility cannot be questioned in its capacity as a historical symbol. It has been the boast of hundreds of the champions of Christianity.

Civilization discovered Christian humility for the same urgent reason that it discovered faith and charity—that is because

Christian civilization had to discover it or die.

Humility is the thing which is forever renewing the earth and stars. It is humility and not duty that preserves the stars from wrong, from the unpardonable wrong of casual resignation; it is through humility that the ancient heavens are for us still fresh and strong. The curse that came before history has laid upon us all a tendency to be weary of wonders. We belittle Niagara and yawn over the aeroplane. We are satiated as a race and soul weary as individuals; we have no youth but are born world weary.

If we saw the sun for the first time it would be the most fearful and beautiful of meteors. Now that we see it for the hundredth time we call it in the hideous and blasphemous phrase of Wordsworth, "the light of common day."

We are inclined to increase our claims, to demand a blue sun, to demand a green sun. Humility—and it is good for us—is perpetually putting us back into the primal darkness. There all light

is lightning, startling and instantaneous. Until we understand that original dark in which we have neither sight nor expectation, we can give no hearty and child-like praise to the splendid sensation of things.

To the humble man, and to the humble man alone, the sea is really a sea and the sun is really a sun and to him the hills talk through the silence of the nights.

When he looks at the faces in the street he does not only realize that men are alive, he realizes with a dramatic pleasure that they are not dead, that they are his brothers. Humility is a psychological necessity, and it is clear that humility is a permanent necessity as a condition of effort and self-examination.

It is one of the greatest fallacies of Jingo politics that a nation is stronger for despoiling other nations. The strongest nations, in fact, are those like Prussia or Japan which began from mean beginnings but have not been too proud to sit at the feet of the foreigner and to learn everything from him. Almost every obvious and direct victory in history has been the victory of the plagiarist.

A great man once said that no man can be a hero to his valet. In that there is objection; if the phrase is a disparagement of hero worship.

The latter is a generous, a human impulse; the hero may be faulty; but the worship cannot be. It may be that no man would be a hero to his valet. But almost any of us would be a valet to our hero.

The ultimate psychological truth, the foundation of Christianity—of humility—is that no man is a hero to himself. All men can be criminals if tempted; all men can be heroes if inspired.

Many modern Englishmen talk of themselves as the sturdy descendants of their sturdy Puritan fathers. As a matter of fact, they would run away from a cow.

Every generous person will admit that the sin which charity should cover is the sin which is inexcusable. And every generous person will agree that the one kind of pride which is damnable is the pride of the man who has something to be proud of.

It does a man no harm to be proud of his country, and little harm to be proud of his remote ancestors.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

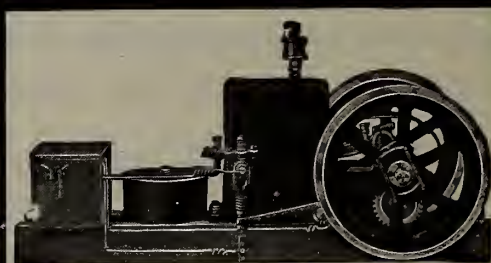
Established 1849 Capital and Surplus \$1,500,000,

Offices throughout the civilized world. Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.



The WINNER 1½ H-P Stationary

Here's the
Winner

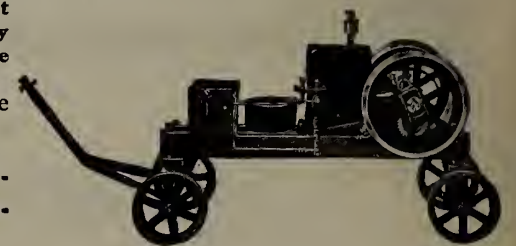
THAT'S its name (The WINNER) because its low cost to you wins the order and its fine appearance, high quality and good service keeps orders coming. It gives you a leader that is attractive (just like the grocer who sells 20 lbs. Sugar for \$1.00 and thereby takes the trade from his competitor). It is the entering wedge that gives you the chance to demonstrate what a good engine you sell; then the agency for our complete line places you in position to land the orders of every other prospect.

NO OTHER LINE SO COMPLETE OR PROFITABLE

No time lost, you have something suitable for every customer. Our WINNER is 1½ H-P; the WITTE JUNIOR line, 2, 4, 6, 8 and 11 H-P; the WITTE STANDARD line, 5, 7, 10, 12, 15, 20, 25, 30 and 40 H-P. A dozen different combinations. Our guarantee runs five years. Every engine when sent out must be capable of fulfilling it or money refunded—that certainly is safe and sound business, you can't lose. We give you liberal discounts, we protect you, do not advertise any prices and sell only one dealer in each territory.

Let us ship you a sample for test and comparison.

Your name and address will bring all information.



The WINNER 1½ H-P Hand Portable

WITTE IRON WORKS CO., Kansas City, Mo.

Branch Distributors, EMPIRE CREAM SEPARATOR CO., Winnipeg.

It does him more harm to be proud of having made money, because in that he has a little more reason for pride.

And it does him most harm of all to value himself for the most valuable thing on earth—goodness.

The man who is proud of what is really creditable to him is the Pharisee, the man who Christ Himself could not forbear to strike.

I do not mean that a man should be a human door-mat, that he should go around seeking to be kicked by the rest of humanity. Humility does not mean that, it means a far finer, more subtle beauty of character. Loud mouthed swaggering, bumptious talk and egotistic bragging—how many of us seem to think these essential in business today. It is a fictitious glory, and though a man deceive himself he cannot deceive his fellows, and beyond all, he cannot deceive He who enjoined us to be "meek and lowly in heart."

Public Ownership in the Antipodes.

There is probably no country in the world where the Government is such an important business factor as in New Zealand,

where not only the railways are operated by the State, but the Government also owns and operates coal mines, controls and is developing large water power resources, competes with private life, fire and accident insurance companies, controls all telegraph and telephone service, operates a tourist department to deal with the travelling public and incidentally runs several hotels and bath-houses at mineral springs; operates a public trust department which does much the same business as is carried on by trust companies in Canada, builds, rents, and sells houses for the working classes, controls the most important oyster fisheries and sells oysters to the public.

At Rotorua the Government have trout fishing stations, selling the trout to the public, also operates a post-office savings bank, and is at present establishing a scheme of farmers co-operative banks whereby farmers can secure small loans at a low rate of interest.

In the case of agricultural machinery, Timaru is said to be the best market in New Zealand next to Christchurch, though its population is only about 12,000, for it is located in a rich agricultural district on the east coast of the South

Island, where there is a very large use for American reapers and binders, plows, and other implements.

From these facts it is easy to deduce that Government ownership can be a success, at least New Zealand has proved it to be so.

In comparison let us quote the breakdown of the publicly owned grain elevator and telephone systems of the province of Manitoba. The elevators purchased by the Manitoba government, it is stated, cost originally \$1,000,000, and considerable amounts were further spent on them after their purchase.

It is said that all sorts of worn-out, antiquated and unprofitable elevators were unloaded upon the province when it undertook to establish a philanthropic monopoly in grain handling, and the entire outfit depreciated in value to about \$250,000.

Four years ago the province took over the privately owned telephone lines, and the government have been criticised for the administration of this system from the beginning.

Yet public ownership to be successful, must have a decent chance to work out its salvation, and the question of public versus private ownership resolves itself

into a question: Is the mass less competent, less trustworthy, less capable of protecting itself, less mindful of moral obligations, than the individuals who compose it?

Oftentimes the abandonment of the public-ownership principle is not really necessary, what is wanted is a readjustment of the public conscience.

The public of many lands have undertaken the solution of problems of municipal operation and control, few meeting with so great a success as we find in New Zealand today. We see failures in public ownership which have indeed been miserable, but we also can point out in the countries of the world today instances dealing with the ownership of water-works, gas works, electric lighting and traction, which overshadow any failures.

The Government of Manitoba took on more complex obligations. If it failed it was not public ownership that failed, and failure plus experience is a lesson which they experienced in New Zealand but which only proved to be a stepping stone to one of the greatest systems of public ownership in the world today.

Scorn to trample upon a worm or sneak to an emperor.



Best Ever Sulky

A FEW

Facts on Acme Steel



Best Ever Gang

You can buy a ton of steel for twenty-eight dollars, but a ton of steel made into watch springs would cost twenty-eight thousand.

So it is with Acme Soft Center Steel. We could buy the ordinary 3-ply soft center for less money than it costs us to produce Acme Steel.

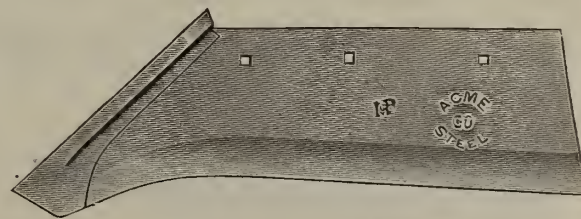
What is Acme Steel?

It is the strongest plow steel made.

It is hard. It will not break.

It will scour anywhere any other plow steel will.

It can be retempered wherever fire and water can be found. This can be done any number of times. By retempering you have **hard** shares; hard shares **wear, last** and cut down the **cost** per acre of plowing.



ACME SHARES are used **ONLY** on **MOLINE PLOWS**
and other **FLYING DUTCHMAN FARM TOOLS** - -

Get a Contract for the Guaranteed Line!



CALGARY.

REGINA.

EDMONTON.

WINNIPEG.



Canadian Moline Plow Co.

The Motor in Modern Farming.

There are over 6,000,000 farms in the United States at present, of which 1,151,488 contain more than 175 acres each. Of this number 174,487 contain more than 500 acres.

There are at least 500,000 farms that contain 320 acres and more. Each of these is large enough to find it economical to use a tractor instead of horses. The number of traction plowing engines in active operation in the United States is estimated at about 30,000.

There are 477,488,800 acres of improved land in the United States, which require at least 40,000 million horse power hours of work. To accomplish this work there are kept about 22 million adult horses and mules.

The annual expense of each animal is not less than \$65, or a total of about 1,400 million dollars annually. These animals consume the crops grown on approximately one hundred million acres of land, representing more than 20 per cent. of the cultivated land of the nation.

By the widespread use of mechanical power a large part of this one hundred million acres could be turned to the production of human food.

Recent statistics show that the cost of horse labor is about eight cents an hour and man labor about eleven cents. A horse can perform on an average about eight-tenths of a horse power of work. The cost of a horse power hour is, therefore, ten cents.

A man can do one-eighth of a horse power of work and, consequently, a man's labor costs

eighty cents per horse power hour. A good gas tractor, on the other hand, with fuel at 20 cents a gallon, will deliver a horse power hour for from two to two and a half cents. On this showing it would appear that the argument is all in favor of mechanical power.

Recently, near Beach, North Dakota, two thousand acres of raw prairie were broken and seeded with flax, the crop harvested and hauled to market, all with a gas tractor. The farmer cleared \$28,000 for his season's work, after paying all expenses, which, including the cost of equipment, amounted to only \$5.50 an acre, whilst, according to accurate data for a number of years, in the state of Minnesota, the cost of production of flax by horse farming ranges from \$6.14 to \$9.26 an acre on old well-tilled land.

The gas tractor is superseding the steam tractor because it is lighter in weight, easier to handle, requires fewer men and as a rule is cheaper to operate. By using two crews the farmer can work his engine twenty-four hours a day, a practise which is not at all uncommon on large grain farms in the West.

Motor Boat Suggestions.

By GEO. FITCH.

Suppose your motor boat has stopped nine miles from dinner, and you have tested the electricity, adjusted the carburetor, cleaned the gasoline pipe, found the pump in working order, cleaned the spark plug, ruined a two dollar shirt, and, in short, have demonstrated to your satis-

faction that there is nothing the matter with the engine except the fact that it will not run. This has taken you two hours, in the course of which you have cranked the engine one hundred and ninety-eight times. Is it then time to give up and paddle home with a seat-bottom, thus disgracing yourself in the eyes of all enthusiasts? Hardly! You have just begun. It is now time to try the following:

1. Remove spark plug, empty carburetor — and crank the engine.

2. Sand paper the fly wheel, take off the commutator—and crank the engine.

3. Kick the pump, blow cigarette smoke in the priming cocks—and crank the engine.

4. Disconnect the propeller, reverse the ensign, empty the gasoline tank—and crank the engine.

5. Repeat a verse of the Koran, tie a wet towel about the cylinders, take off the lubricators—and crank the engine.

6. Take the motor entirely apart, put it together with your fingers crossed, drop a quarter in the tank—and crank the engine.

7. Crank the engine suddenly, without doing anything else. This often surprises it into running.

8. Bottle the back-pressure, insert a stick of chewing gum in the relief valve, shampoo the muffler, count ten slowly to prevent profanity and talk gently—and crank the engine.

9. Turn your coat inside out, oil the rudder, throw the gasoline strainer overboard, stuff a cushion in the flywheel—and crank the engine.

10. Repeat the names of the prophets in Arabic, put a gum-drop in the cylinder, write your candid opinion of all gasoline engines on the stern, roll up your cuffs, connect the batteries with your watch, take off your necktie, yell "Hell!" into the gasoline tank—and crank the engine.

There isn't the least sense in any of these rules. Yet each one has started an engine in its time.

A Farm Without Implements.

Near Dundee, a small town in the Pipestone district of Minnesota, the authorities discovered a farmer of so primitive an instinct that one would think he existed in the Stone Age instead of the 20th century.

Anton Leopold, the farmer, and a son, who is a deaf mute, have been living on a small tract of land for the past forty years, during which time they have accomplished all the work upon their farm without the aid of a single horse.

They have subsisted on grain seeded, harvested and threshed by their own hands, and have lived all these years in a miserable dug-out.

The son has recently been committed to a detention hospital, at which one can hardly wonder after such an existence for forty years. When taken in charge reasons of decency compelled the authorities to provide him with clothes before he could be removed, as he had practically no wearing apparel.

He is forty years old, and has never been touched by either scissors or razor, so should have provided a good advertising feature for a hair-restorer concern. The straw hat that adorned his matted pate was woven by hand. Around the farm there were found several uncouth implements and one or two "man-power" wagons which had been constructed by this modern relict of the prehistoric aeons.

One can scarcely imagine that such a primitive and strange state of affairs could exist right in the midst of a country teeming with the most modern farm implements and the most recent labor-saving devices known to the world of modern agriculture.

It must be shame to a man's soul to admit that his only claim to business is a low price. Soon he must apologize to his stomach for the cut-rate food emptied into it.

NORTHWESTERN

Gasoline Engines

Saw Rigs

Concrete Machinery

From the largest exclusive Factory
on the American Continent.

We are looking for good live Agents for our
NORTHWESTERN line of GASOLINE ENGINES,
SAW RIG OUTFITS & CONCRETE MACHINERY.

Write us at once for territory
Agency proposition.

G. B. Grandy & Co., 20 Princess Street,
- - - WINNIPEG. - - -



Emerson Geiser Reeves

The Big Four "30"

American Drills

Newton Wagons

Where, in any company, will you find a group of names as strong in the trade? Each stands for the highest quality in its line. This group of companies builds nearly everything the farmer uses.

A contract will bring this entire line if made with

EMERSON-BRANTINGHAM CO.,

ROCKFORD, ILL., U.S.A.

Calculating Horse Power.

There are, in various engineering text-books, many formulas varying from one another, but, practically, formulas will not give the horse power except in a general way.

Let us assume that we have two makes of engine which run at exactly the same speed.

One produces more horse power than the other, which is due to the fact that its efficiency is greater. This may be due to several causes. To increased compression, to better valve design, to superior timing of the ignition system, to more accurate machining of the component parts, or to better fitting in assembling.

In the course of time an engine loses power through wear, through leaky valves, through many different causes, although these factors were originally a pertinent point in the formula from which the power of the engine was originally calculated.

The indicated horse power (I.H.P.) is the power developed in the engine, and comprises the amount of power necessary to overcome the inertia of its component parts, that is to keep the crank and flywheel in rotation.

Indicated horse power is usually about 20 per cent. greater than brake horse power (B.H.P.), which is the actual power given by the fly wheel and possible for external use outside of the power required to rotate the engine itself.

It is by the latter horse power that an engine is usually sold, since the purchaser wants to know the power which is available for his particular use. The

brake or actual useable horse power can only be arrived at accurately by a brake test of the engine, a record of the frictional resistance which it can overcome.

Nevertheless, as already stated, there are many formulas for the calculation of horse power in internal combustion engines, one of the most common being as follows:

D =cyl. bore in inches.

L =stroke in inches.

R =number of revolutions per minute.

Then, for a four cycle engine, the calculation is:

$B.H.P.=D \text{ squared} \times L \times R$

16,000

For a two cycle engine:

$B.H.P.=D \text{ squared} \times L \times R$

15,000

This formula is based on an assumption that the engine has an efficiency of 80 per cent., that is that 20 per cent. of the power is required to run the engine, and assumes a mean effective pressure on the piston of 80 pounds per square inch in the four cycle, or 59 pounds in the two cycle.

A New Catalogue.

Flint & Walling Co., Kendallville, Ind., U.S.A., have surprised their trade by sending out unexpectedly their new general catalogue, No. 75.

This publication shows a very complete line of Star windmills and towers, elevated tanks and towers, Hoosier and fast mail pumps, Hoosier power pumps, power working heads and pump jacks, Hoosier gasoline engines,

and the Hoosier pneumatic water supply systems, the Hoosier galvanized tanks and a big line of auxiliary goods.

The catalogue is a splendid production of the typographical art, and is tastefully bound. It has 350 pages, and is far larger than any catalogue published heretofore by the Flint & Walling Company.

It is a veritable encyclopaedia of water supply goods and should be in the hands of every progressive dealer. Dealers who have not got this new trade catalogue write the Flint & Walling Company, being sure to mention Canadian Farm Implements in your letter.

A New Atlas.

We have just received a copy of a new atlas from the L. L. Poates Publishing Co., of New York. This book appears to us to be one of the most minute and comprehensive geographical publications that we have ever seen.

It is one of the most complete books of its kind ever published, the plates being absolutely new and made by the best map engravers in America. The maps are printed in five and six colors, showing special features by separate printings. All railroads are shown, and political divisions are clearly defined, all places of interest being easy to locate. All the latest geographical changes are shown, such as every county in the United States to date, political changes in all the Canadian provinces, French and German boundaries

in the East and West of Africa, and the latest changes in Hindustan and China.

This atlas, in octavo, has 193 pages of maps, an alphabetical index of states and countries, the states with their counties, and important cities and towns with their populations, according to the 1910 U. S. census, also the populations of all the principal cities of the world.

Especially good is the North-West section of Canada and the map of Alaska. As a source of geographical information and reference, this atlas should be of great value in the home, school, library or office. It is bound in cloth, retailing at \$1.50, or if in leather \$2, and can be obtained from this office or from the L. L. Poates Publishing Company, 22 North William Street, New York, N. Y.

A Rumely Announcement.

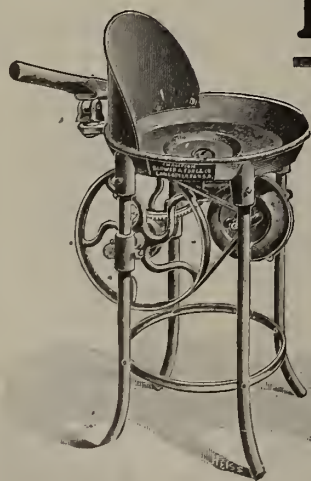
The Rumely Products Co. announces that it will hereafter sell in all its branches in the United States and Canada the "Gas Pull" tractor.

This is the new name given by the Rumely Co. to the Universal Tractor, manufactured by the Northwest Thresher Co., of Stillwater, Minnesota.

The latter concern will continue to manufacture the engine as in the past, the arrangement being purely a selling one, but with its extensive selling organization, the Rumely Products Co. expects to provide a greater outlet for the output of the Stillwater plant than they have had heretofore.

Don't talk of what you are "going" to do; do it.

Blacksmith Outfits



No. 150.
Forge With Shield

This is a line that Implement Dealers are beginning to realize as a necessary part of a well assorted stock.

HAVE YOU A WELL ASSORTED STOCK?

If not, let us help YOU out. We carry a complete line of Blacksmiths' Outfits.

When in Winnipeg come and inspect our stock.

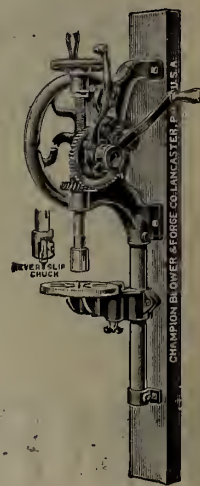
We handle Finished Plow Shares, Binder and Mower parts to fit nearly all makes of Plows and Machines.

WRITE FOR PARTICULARS.

D. Ackland & Son, Ltd.

73 HIGGINS AVE.

WINNIPEG



No. 101.
Self Feed Drill

Simplicity in Advertising.

When the retail dealer drafts his advertisement for his local advertising medium he has several things to consider while writing his copy.

The average farmer has neither the time nor the inclination for much reading, assuredly he does not read a great percentage of the advertising that is written for him at the present day.

An advertisement to appeal to him must contain no high flown phraseology, no mystical depths of metaphor, it must be written so that he has the idea clearly explained, so that the goods are visualized as he reads. A great advertisement writer was once asked what he had to strive for most in his work, and his reply is a key to all advertisement. He said:

"Simplicity is the block on which I am constantly stubbing my toe."

The mania for headline brevity and condensed sentences in advertisements may be likened to that mania which demands speed at the expense of sanity. It is not always the curt, brusque heading that gets the most atten-

tion any more than it is the curt, brusque salesman who bags the largest orders. Take, for instance the heading "Saves Dollars." This is the concentration of terseness. But is it anywhere near so effective as "How John Jones saved \$1,123 a year in Power Cost?"

The dealer of today is bombarded with printed advertising matter so constantly that he who gives it more than a momentary consideration is the exception. Yet by virtue of this fact, the dealer has not to rack his brains for copy for his advertisement. They are at hand, ready to be boiled down to his requirements in just as effective a manner as his ability will permit. In a big industrial plant in a town in Ohio the president has a quaint system for "testing" the advertisements before finally printing them. In the case of a large scheme of advertising, that might involve several thousand dollars, the president gets the copy read over to the sole owner and proprietor of a little grocery store, a genial German, Ferd Schneider by name. If Ferd can understand

it, the president is satisfied that the million others into whose hands the advertisement may go will also understand when they read. Even as brilliant verbiage and jaw cracking words would be lost on the German grocer so, also, the dealer frustrates his own efforts who does not word his advertisement to the farmer in a simple and direct way so that the latter is appealed to in a manner which will attract his attention and remain in his memory.

A Neglected Market.

In these strenuous times when business is practically chased from Chile to China, and then some, it is strange that America does not pay more attention to the iron and steel market in Asia Minor. In that country a great deal of construction work has been going on during the past two years, and steel joists, corrugated sheet iron, wire nails, iron gas pipes, and bar steel and iron have been imported in larger quantities than in any previous years. In 1911 about 400 tons of steel joists and 1,000 tons of mild steel were imported from Belgium; 150 tons of what is term-

ed in the Levant, "Milan steel," came from Austria, and some 700 tons of malleable iron from Sweden, which is largely used for the manufacture of native tools and agricultural implements. Absolutely no attempt has been made by America to compete with any of these articles, although in 1911 corrugated sheet iron to the value of \$8,183 was imported from the United States, a poor showing against the value of a similar import from Great Britain to the value of \$28,588. Aforetime a small supply of iron piping came from the United States, but now the principal sources of supply are Great Britain and Germany. American wire nails, which once monopolized the market in Asia Minor, are ousted completely by lower priced French and Belgium nails. Large shipments of spade blades and all kinds of tools are coming in yearly, but none from America. A large demand for nail-pullers, files, saws, and all types of tools for construction work is reported, which surely should be dealt with by some progressive firm who want to extend their export trade.

May the present moment be the worst of our lives

The Latest and Best.

THE FARMER'S TRACTOR

The Farmer's Tractor weighs but 6,700 lbs., yet it develops 25-35 H.P., using Gasoline or Kerosene and can pull day in and day out four 14 inch plows or three binders. It will exert an equal strength at any other kind of farm or road work. The simplicity and few working parts of this engine, appeal to every man who knows anything about internal combustion engines. The Farmer's Tractor offers more

POWER, DURABILITY, AND SATISFACTION

for less money, than has ever before been offered in a reliable farm tractor. We are now established in Winnipeg and are prepared to take care of Canadian business.

THIS IS THE DEALERS OPPORTUNITY!

If you want to control the sale in Your district of this mechanical money-maker. Write

The Farmer's Tractor Sales Co., Ltd.,

301 UNION BANK BUILDING, WINNIPEG.

The Farmer and the Tractor Manufacturer

The average farmer in the East and Middle West does not realize what a tremendous change in the methods of farming is being brought about in the newly developed sections of the West by the farm tractor.

There are fifty or more farm tractor manufactories in the United States, all working overtime, and still unable to fill the demand.

Just what influence the tractor will have upon the business of farming is a question that cannot at present be answered. It will depend upon the development within the next five years. Some writers on the subject declare that the small farm must go because the farmer who is compelled by reason of the size of his acreage to use horse power will be so handicapped that he cannot compete in the world's market with the farmer using inanimate power. This, we think, is very far-fetched, and instead of the tractor driving the small farmer and his horses out of business, the small farmer and his horses will compel the manufacturer of tractor engines to come to them.

The tendency today is toward light tractors, and this tendency is born of an almost universal demand on the part of the farming community.

A Rural Credit Bank for Farmers

A system of rural credit banks which has been tried with success in Europe has lately been established in the Bank of the Republic (the central bank of Uruguay, South America) with an initial capital of \$500,000. The section of rural credit is intrusted with the duty of aiding in the formation and operation of local co-operative rural credit banks or associations, the shares of which are to be owned by local farmers in such quantities as their means will permit.

The Bank of the Republic, through their section of rural credit, will loan to these small co-operative banks capital in proportion to their relative size and importance and the officials of the bank, in virtue of these loans, will exercise a supervisory control, regulating the general terms of the loans and mortgages, inspecting the accounting at stated periods, and generally aiding, in so far as may be practicable, to insure the safety and



**THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th
of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence
of good faith, but not necessarily for publication, every correspondent
must sign his name. We reserve the right to edit all matter
submitted but do not undertake to endorse opinions
expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter
WINNIPEG, CANADA, SEPTEMBER, 1912.

efficiency of the capital invested. These local banks in turn will loan their capital in small sums to their individual members or groups of members upon terms as advantageous as circumstances will permit, with the intention of providing a channel for the distribution of concrete assistance to small stock farmers and agriculturists, thus aiding the development of intensive farming. Interest rates will be as low as compatible with all other conditions, and it is to be expected that the nearness of each member of the association to every other member will enable the exact standing and progress of each borrower to be known to the directors of the local branches in such a manner that every loan and every mortgage will serve a special purpose. In this way it is thought that the tendency toward speculation will be avoided.

As the local associations grow and the co-operative idea develops, it is proposed that these associations in Uruguay may purchase agricultural machinery in common, erect common warehouses, prepare and sell their products in common, carry on experimental work, disseminate information, employ experts and engage in other co-operative ventures which would be impossible to the average small landholder.

This system of rural co-operative credit banks seems to us to be an excellent plan for aiding

the small landholder and encouraging the ventures of the colonist farmer who is restricted by lack of capital.

The Power of the Retail Dealer.

There is creeping into business the knowledge, more and more every day, the thought that the retailer is king—that in the distribution of merchandise he is the court of final resort, according to The Drygoodsman.

The supremacy of the retailer, fully apparent now, was not realized until a number of unfortunate and unsuccessful campaigns of advertising had been undertaken at a great cost of money, energy and brains. When the campaign was finished and the world told about the goods through every consumer's medium that could be used, the whole plan fell flat.

Why? Because the retailer did not have the goods in stock, on his shelves, ready to meet the demand.

The advertisers and their advertising managers had forgotten that the retailer is the king. It was an unfortunate mistake, not to be rectified by after-apologies and explanations, for retailers, being only human beings, and very human at that, had permitted a prejudice to grow up in their minds against the goods. They did not like the idea of

being forced—of not being consulted.

The ideal campaign for any line of goods that is worth advertising is one which goes to the consumer only with the idea of making him the customer for those goods of the retailer, and it includes as part of the second part the retailer as a factor as important as the manufacturer himself. This kind of advertising, and only this kind, will bring real and lasting results.

The Plow and its Purveyor.

One of the most important factors in the development of any country is the plow. In the agricultural development of Western Canada we have seen this, since first the old Red River carts creaked their way across the plains to the gates of the old fort where Calgary now stands.

When the sturdy pioneer traversed the pathless prairies, and finally decided on some district for his future home, when the first raw tentacles of civilization crept westward, with them went the implement dealer. In those days the dealer had to confront almost as many hardships as the new settler. His capital was scanty, his stock was microscopic and only embraced implements of the simplest kind.

Time passed; other settlers came over the shimmering plains from the East, and population increased. With it the stock of the dealer became more varied, his capital increased, and he found himself in a position to supply his customers in a more satisfactory manner. The success of the implement dealer of the future will depend upon the extent to which he is of service to his community.

He should not only have a knowledge of agricultural mechanisms, but should have some knowledge of scientific agriculture and of market conditions, since he can advise his customers regarding the crops which can most profitably be grown by them in that particular district. He should know the tools and implements best suited for cultivation in his district, in fact he should be a source of information and suggestion to the manufacturer and designer of agricultural machinery.

He is the pioneer of modern farming, as he is the factor who advances to the farmer the means of keeping abreast of the times.

He should have sufficient capital to enable him to buy to the

best advantage, and to conduct his business in the most efficient way.

The binder, the mower and the plow no longer constitute the major portion of the labor-saving devices on the farm, according to the Harvester World.

What percentage of dealers, for instance, handle manure spreaders, cream separators or hay presses. By no means a great percentage compared with the number of dealers today.

No good implement dealer should rest content until every good farm in his territory is equipped with every labor-saving and crop-increasing tool and implement that can be profitably used—from a tractor to a smoothing harrow.

The wife and family of the farmer should also be considered. The dealer should see to it that there is a gasoline engine on the farm to furnish power for the separators, churning and washing machines; also, if the farmer can afford it, an auto wagon for the necessary trips to town on business or pleasure.

The products of the farm constitute the chief source of prosperity, and next in importance to the man who tills the soil, is he who provides implements with which to raise and gather more and better crops more economically. There are few men in any agricultural section who have a greater or better opportunity to be of service to the community than the agricultural implement dealer.

The Storage of Motor Tires

When motor cars are to be stored for any length of time the tires should always be removed.

The tires should be carefully washed and allowed to dry thoroughly. They should then be wrapped in paper or cloth to protect them from contact with grease and from sunlight, both of which are very injurious to rubber.

Tires should never be stored in a cellar, but in a cool, dry place, where the temperature is kept at about 50 degrees.

A prominent tire concern advise that when a car is left standing in a garage it should be moved occasionally to prevent the tires from flattening in one place. If the car is to be out of service for any length of time they advise that it be jacked up so that no weight will rest on the tires. About five pounds of air should be left in the tubes.



S. S. Bean.

The above-named gentleman has lately taken up the responsible position of Regina manager for the Tudhope Anderson Company, who have an enviable reputation in the implement world of Western Canada.

Mr. Bean was born in Jackson, Michigan, and has spent his entire business career with farm machinery concerns, thereby having a wide range of experience therein.

After being educated in the high school of his home city, he made his first acquaintance with the implement world in the shipping department of the McCormick Harvester Co.

In the year 1892 he left that concern and transferred his services to the Deering Company, being with them for about two years, when he entered the employ of the Empire Drill Co. of Shortsville, N.Y., and Jackson, Michigan. He continued serving the latter concern until 1903, when they merged with the American Seeding Machine Co.

In that year he came West to Winnipeg in the interests of the new company, and in January of the following year took over the management of the business in the Canadian West of the American Seeding Machine Co.

While in Winnipeg, Mr. Bean held the esteem and respect of the entire trade, as an evidence of which he was elected to various offices—from Director to President—of the Winnipeg Wholesale Implement Association.

He takes with him to his new position not only our best wishes but also, we believe, those of every man connected in any way with the wholesale implement business of Western Canada.



H. D. McWhirter.

The above is a photographic reproduction of Mr. H. D. McWhirter, who was recently appointed to the responsible position of general manager of the Winnipeg Rubber Co.

He was born in the state of Illinois in 1874, and graduated from high school there after having specialised in the study of science, especially that of applied chemistry.

For several years he was connected with the firm of W. S. Mott & Co., of St. Paul, Minn., who do a large business in the wholesale belting line.

Some six years ago he came to Winnipeg to become sales manager for the Winnipeg Rubber Company, and now he assumes the general managership of that concern.

This is a most important position which has fallen to the lot of Mr. McWhirter, and bears with it a large responsibility. He is to be congratulated on acquiring so important a position at so comparatively youthful an age.

Co-operation is better than competition, and we should constantly bear in mind one of the great fundamental laws of the universe—the law of inter-dependence. There is not a thing in the world which is not dependent upon some other favorable thing or condition. We all need each other, and therefore should co-operate with each other. He who loses sight of this great law soon becomes worthless timber in the life of the World. You want an association, the association needs you—therefore you should join.

Personal.

A new adjunct to the implement world of Stenen is a dealer named Neil Mills.

Delgarme Bros., implement dealers in Plunkett, have sold out their stock to Alfred Langston.

A. O. Anderson has taken over the implement store at Viscount, formerly managed by Carl Knutson.

The implement firm of Tack-ersberry and Bailey, Brock, are reported as having sold out their business.

Nelson and Gibbard are the names of two partners who have commenced business in the town of Liberty.

Robert Wilkinson, who ran an implement and blacksmith business in Rivers, has been replaced by E. C. Baker.

W. M. Claypool is the name of a new implement man. He has commenced operations in the town of Simpson.

In the town of Forres, the Irvine Implement Co. have been succeeded by an implement dealer named Fritz Luhnig.

Frank Mace has commenced an implement store in the town of Yellow Grass. We wish him luck in his venture in that district.

Ben Wells has taken over the implement business carried on in the town of Penzance by two partners named Anderson and Horn.

E. Cahill, manager of the Gray-Campbell Co., is at present on his annual trip to the factories of that company at Chatham, Ontario.

J. F. Lindsay has given up his implement concern in Moose Jaw, his place being taken by an implement dealer named J. M. Murdock.

The implement business, formerly carried on in Brookdale by J. M. Swallow & Co., has been taken over by a dealer named J. B. Davidson.

J. T. Cavanagh is now digging into the implement business in Ernfold. He took over the concern in that line which was formerly managed by J. G. Clark.

A. C. McRae is at present on a trip to the south and east, accompanied by his wife. He is visiting the various automobile factories whose cars he handles in Winnipeg.

H. F. Anderson, manager of the Tudhope Anderson Co., recently returned from Regina, where he installed their new manager in that city, S. S. Bean. Immediately after reaching Win-

nipeg he left on his annual trip to the south, where he visited the home office and factory of the Emerson Brantingham Company at Rockford, Illinois.

Charles Peterson, an implement dealer in Melville, has evidently found that he cannot handle his trade alone, since he has admitted a partner, who rejoices in the name of Prinz.

The implement business carried on at Nanton by Windle and Osterbatter has sustained a change in its management. The names of the partners now in charge are Windle and Meacham.

I. J. Haug, president and general manager of the Haug Brothers & Neller-moe Company, has just returned from a week's visit to the head office and factory of the Avery Company at Peoria, Illinois.

The firm of Garrison & Lloyd, implement dealers in Goodeve, has sustained a change in its management. The first-named partner has left the concern, Tom Lloyd now running a lone hand in the implement trade of that district.

R. MacKenzie, manager of the McLaughlin Carriage Company, and president of the Winnipeg Wholesale Implement Association, is at present enjoying a well earned holiday. He intends to visit Montreal, Quebec, and other Eastern points, and will combine business with pleasure by visiting the home office and factories of the McLaughlin Company at Oshawa, Ont. He intends to be gone for a month or six weeks.

One good point in favor of the modern steel stanchion and cement floored barn is given by Beatty Bros., of Brandon. This firm fitted up a complete barn at the Boys' Farm and Training School, Shawbridge, Que. This barn was completely destroyed by fire, yet, when the conflagration was over, the floor, concrete walls and steel stalls were left practically as good as ever. This would have been different had the old wooden stall construction been used.

A New Deere Factory.

The officials of Deere & Co. have recently let a contract for the construction of additional factory buildings in East Moline. Bids were considered from various large contractors, and the work awarded to the lowest bidder, the Leonard Construction Company, of Chicago.

The contractors agree to turn over the buildings for occupancy

by January 1st, 1913. The buildings will be used for the manufacture of harvesters, and this work will be moved from the old Root & Van Dervort and Fuller & Lee plants, where it has been temporarily carried on for about two years.

The plans and specifications provide for complete manufacturing equipment in every detail. There will be one forge shop, 200 by 75 feet; this will be a steel frame building with a concrete tile roof and all-glass sides. A special effort has been made to get the best possible ventilation in this building.

There will be two manufacturing buildings, identical in design, 200 feet long by 80 feet wide, three stories high. These will be constructed of reinforced concrete, and will have practically continuous windows on all sides.

Between the two manufacturing buildings will be located the elevator shafts, together with locker and toilet rooms.

The boiler plant will be located in a separate building, and will contain boilers, air compressors, and pumps sufficient to take care of the needs of the new buildings and of the requirements of the Marseilles factory.

The location of the plant will be directly across the Chicago, Milwaukee and St. Paul tracks from the Marseilles plant, or, stated more exactly, it will be located north of Thirteenth Street, and will lie between the Milwaukee right-of-way and Pawnee Avenue in East Moline. Ample land is available for future extensions; the buildings provided at present, however, will aim at only slightly increased capacity, but greater economy in production and much more congenial surroundings for the employees. The plant will occupy about 300 men.

The Definition of Piston Speed.

Just what is meant by the term "piston speed" frequently is not understood, though as a matter of fact there is nothing about it that is in the least complicated or difficult of comprehension.

Piston speed is the average lineal rate of travel of the piston, and is expressed in terms of feet per minute, says Gas Energy. Of course the piston speed during a single stroke varies from zero to maximum and back again to zero as the piston stops at the end of a stroke, accelerates until it reaches maximum speed at half stroke and diminishes its

speed until it again stops before the return stroke. Therefore, it is necessary to take the average speed. For a simple example, take a motor having a stroke of six inches, running at 500 revolutions per minute. The piston travels six inches each stroke, and as there are two strokes at each revolution, it travels twelve inches per revolution, and this, multiplied by the number of revolutions, gives the distance in inches the piston travels in one minute; divided by 12 this gives 500 feet. This piston speed of such an engine, therefore, is 500 feet per minute. All that is necessary is to double the stroke in inches, multiply by the number of revolutions per minute and divide by 12.

Ancient and Modern Harvesting.

During last July, the great Dunham's Oaklawn Farm, near Wayne, Ill., saw a stage setting of scenes which have not been enacted since the downfall of the empire of the Caesars.

It was there that moving pictures were taken, illustrating harvesting ancient and modern; also pictures showing the entire development of the harvester from the reaping hook to the last model binder.

On the fields of this great farm, famous for its stock and for its broad acres of wheat, corn, rye, oats and barley, these stage pictures of the past were lived again for the benefit of the flickering film.

Two moving picture companies—the Advance and the Essanay—were present with three operators, the three machines being kept busy all the time.

Why this moving gallery of pictures? Because pictures are universal; they speak no tongue and are at home in any community and in any corner of the earth. The Mexican peon, the Kaffir, the Hindu—all can understand the representation of action, although the language of the film may be entirely foreign to them.

This moving picture campaign follows on the educative system commenced by the International Harvester Company of America.

In the pictures taken, the scenes show the ancient Egyptians harvesting wheat with the reaping hook or sickle as they did twenty-five hundred years before the coming of Christ.

Pliny, the Roman historian, refers to a mechanism for reaping as used in early Gaul. This was

shown in operation, the harvesters being arranged in the classic robes of the inhabitants of the land we now know as France.

The scythe and cradle and the cumbersome flail were also shown in their old-time action.

An early pattern of the McCormick reaper, one built away back in 1841, and exhibited by Mr. McCormick at the world's fair in London in 1851, was shown, and also the first self-rake McCormick reaper, which did good work in a field of heavy grain. The former type of reaper was the one on which the rakeman rode while raking off the grain, and on its exhibition in 1851 it was criticised as a cross between a chariot and a flying machine—until it showed its capacity in a practical demonstration.

A modern reaper in action was shown, the grand finale being three seven-foot McCormick binders drawn by a twenty-five horse power I.H.C. Mogul tractor.

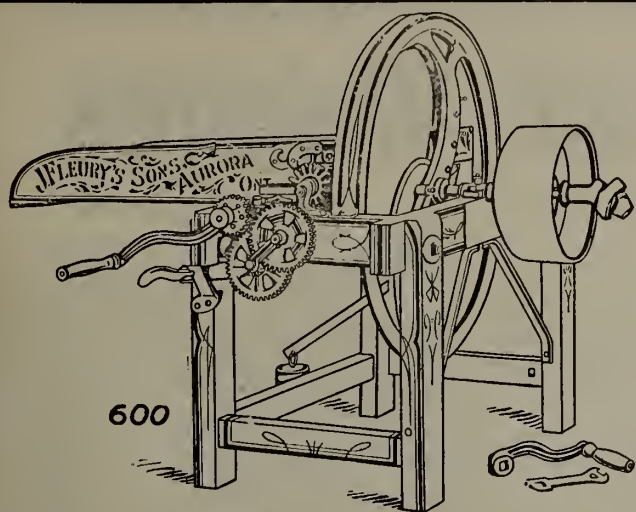
In a very brief space of time the lens of the cameras had passed before them an array of the wonderful progress of agricultural machinery since the dim days from which we can only glean patchwork shreds of authentic history.

From the hand wrought sickle to the modern eight foot binder is only a breathing space in history—some seventy-five years.

Yet the fight for bread by humanity is old, old. It was when the shepherds followed the star to Bethlehem, it was long before them, when the oppressed Israelites shrank beneath the blows of the whip in ancient Egypt, and only in the last century has the great advance in bringing bread to the hungry been made.

Such moving pictures are productive of much thought. To the uneducated they give some idea of the dead ages of the world. The city dweller and the tired factory hand have little or no conception of the gigantic magnitude of the harvesting of the wheat that eventually becomes the bread they toil to purchase that they may sustain strength to buy yet more bread.

The vista of the waving wheat, the breath of the open, silent places, the grandeur of the vast prairies filters to their weary souls as they sit within the picture show. It breeds in them imagination, and for a brief respite is a heaven-sent nepenthe from the weariness of their sor-did lives.



== STRAW CUTTERS ==

The Famous Fleury Line

Hand, Belt or Rod Power

A wide range of Straw Cutters, from the small 8 inch feed, hand lever cutter, to the large Ensilage Cutter, with a 14 inch feed—equipped with steel carrier, feed table and elevating pipe—cutting and elevating from seven to fifteen tons of corn per hour.

Straw Cutters that will suit every one of your customers. Operated by Hand Power, Rod or Belt Drive.

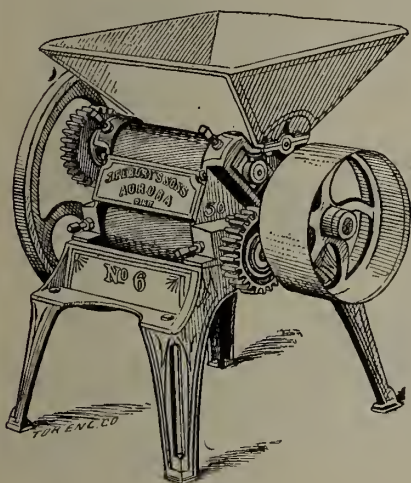
Good Luck Horse Power

With Grinder Attachment

This is a Feed Mill and Grinder combined. Hopper and Grinder Head can be removed and Horse Power can be used for operating other Farm Machines.

This is a very superior machine; will grind all kinds of small grain into fine, medium or coarse meal.

One of the most convenient machines with which to supply your customers.



== Roll Crusher ==

Whatever your trade requires in the way of Roll Crushers, we can supply. We carry in stock the following:

No. 2	-	-	12 inch	2 roll	-	-	-	Belt Drive
No. 3	-	-	12 "	2 "	-	-	-	Rod Drive
No. 4	-	-	12 "	3 "	-	-	-	Belt Drive
No. 5	-	-	14 "	2 "	-	-	-	"
No. 6	-	-	14 "	3 "	-	-	-	"

These machines are simple in construction, are strong and durable. Rollers can be recut when corrugations become worn.

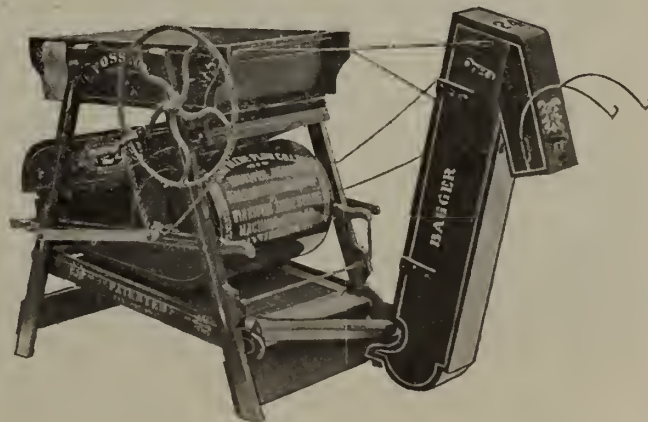
Fosston Automatic Grain Cleaner

The Fosston Fanning Mill is both a Grader and Cleaner. Is built in two sizes—No. 24 and No. 31. No. 24 Mill is 24 inches wide. No. 31 is 31 inches wide. Baggers for either mill can be furnished.

Power Attachments can be supplied, and easily coupled to either of these mills.

Feed is so arranged that operator can reach and regulate same while operating mill.

Furnish your Trade with **THE FOSSTON CLEANER**—the best satisfaction will be obtained.



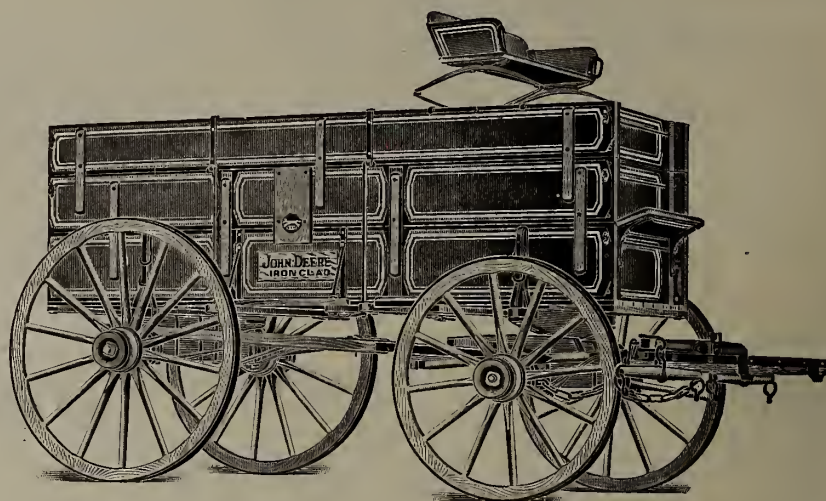
JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

John Deere Ironclad Wagons

Built in a John Deere Factory---The John Deere way---which is a guarantee that the John Deere Ironclad represents the highest type of wagon construction, the result of being constructed of THE HIGHEST GRADE MATERIAL---PROPERLY DESIGNED TO INSURE LIGHT DRAFT AND DURABILITY. Only the purest paints are used. As a result---the Ironclad retains its good appearance after many years of wear.



Ironclad Where There's Wear

Wherever there is the slightest wear you will find the John Deere Ironclad true to its name "Ironclad"---Ironed wherever necessary. Every part, whether wood or iron, is carefully selected and tested out thoroughly as to size, strength and adaptability, before it is used. Quality of material used is therefore uniform throughout. Each part is the proper size and is placed in proper relation to the other parts so as to do its share of work all the time. Whatever product bears the name "John Deere" is recognized as the leader in its line. Your customers are looking for the best in the Wagon line.---It's the "John Deere" Ironclad that will please them.

New Deal Wagon



A Wagon You Can Sell at a Profit

Is made of air-seasoned lumber.

Is equipped with double collar skein.

Skins are dust-proof, therefore will hold grease longer and run easier than others.

Skins are heavier; bell is longer and larger, taking more axle.

Has riveted grain cleats (not nailed or screwed.)

Bottom of box is reinforced both front and rear.

Has clipped gear, both front and rear.

Box is made flax tight.

Spring seat with 3 leaf springs (not single leaf.)

Steel bolster stake plates on side of box.

Neck yoke 48 in. long (not 42 in.)

Has trussed tongue, cannot break or warp.

Has channel iron reach, really indestructible.

Is extra well painted, striped and finished.

Possesses a great many distinctive features of merit.

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina.

Saskatoon.

Calgary.

Edmonton.

Lethbridge.

Stylish.**Comfortable.****Serviceable.**

No. 205 BROCKVILLE CUTTER, with Fore-Doors closed.

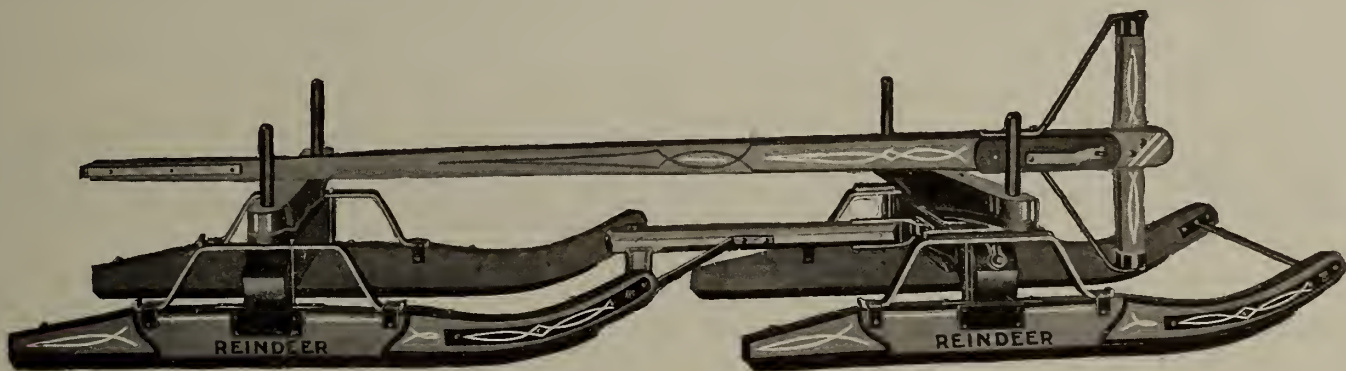
Brockville Cutters have been on the market for a long time. They are built of the best material. Designed in an original, comfortable way with superior trimmings and a lasting finish,

Fitted with Fore-Doors.

The first Cutters on the market to be equipped with Fore-Doors. These doors are made of steel. They are convenient and add to the appearance of the Cutter; for comfort they cannot be equalled. In the Brockville Cutter you have everything your customer will look for,

STYLE, COMFORT, AND A LASTING SERVICE.

You do not run any risk of not suiting your customer. In the Brockville Cutters you get the latest and most up-to-date improvements in the Cutter line.

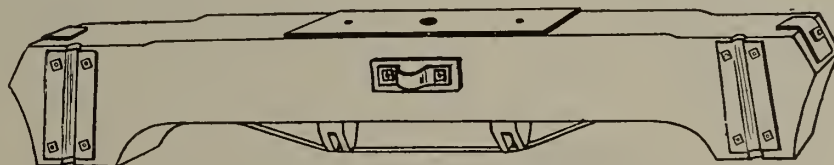
REINDEER SLEIGHS

No. 28½ REINDEER SLEIGH.

Made in all sizes, with steel or cast shoes.

Quality and Workmanship.—Made of a straight grained hard-wood timber throughout, put together in a smooth, workmanlike manner.

Trussed Bench furnished on

No. 25½, 2 in. x 6½ ft. runners,
steel shoeNo. 26½, 2½ in. x 6½ ft. runners,
steel shoeNo. 27½, 3 in. x 6½ ft. runners
steel shoe**REINDEER TRUSSED BENCH.**

Trussed Bench furnished on

No. 28½, 2 in. x 6½ ft. runners,
cast shoeNo. 29½, 2½ in. x 6½ ft. runners,
cast shoe

Painting.—Orange red, with very neat wide lines of black and fine lines of white striping. Well varnished and very much above the usual sleigh in smoothness of finish and general appearance.

Do not place your order for Sleigh goods until you have an opportunity of talking to our travellers.

JOHN DEERE PLOW CO. LTD.**Winnipeg****Regina Saskatoon Calgary Edmonton Lethbridge**

Edmonton.

R. C. Foster, of Moose Jaw, recently spent several days in Edmonton.

J. D. Patterson, of Woodstock, Ont., made a short stay lately in Edmonton.

Herbert Baker, manager of North Alberta branch of Massey-Harris Co., Ltd., has now quite recovered from his recent indisposition.

A. W. Trickey, of Calgary, manager of South Alberta branch of Massey-Harris Co., Ltd., was a visitor recently for a day or two in Edmonton.

J. E. Newell, of London, Ont., spent a few days in Edmonton during the present month. He is general agent for the Massey-Harris Co., Ltd., in that place, and has been enjoying a vacation in Western Canada.

Edmonton merchants, manufacturers and professional men held their second annual tour through Northern Alberta during the week, beginning July 22nd. The first run was from Edmonton East to Lloydminster, then from Vegreville South to Olds, Coronation to Wetaskiwin, Provost to Strathcona, Wainwright to Edmonton and from Edmonton West to the end of the steel at Fitz-Hugh on the G. T. P. In all about two thousand miles were covered. Short stops were made at all the stations, giving the men opportunity of calling upon their customers and of judging of prospects for future business. The fifty, or thereabouts, business men who made up the excursion, represented practically every phase of Edmonton's manifold activities.

The idea in holding these excursions is to stimulate business and everyone taking part in this year's trip expressed himself as highly pleased. The farm implement lines were represented by Thomas Bellamy, agent at Edmonton for the International Harvester Company, Herbert Baker, manager, and E. E. Fitzgerald, office manager of the Massey-Harris Co., Ltd., at Edmonton.

The scarcity of binder twine in the Edmonton district which has existed for the past fortnight still continues, and is causing anxiety. The immediate needs of the farmers are being cared for as well as possible, but the twine now arriving in the city is being forwarded by the manufacturers by express, so great has been the demand. The International Harvester Company alone have already placed 2,000,000 pounds of twine in the territory adjacent to Edmonton, and anticipate that about 250,000 pounds more will be brought forward. This is a large increase over last year.

Edmonton held its annual exhibition during the week, beginning August 12th, and it was in the common phrase, "Bigger and better than ever." This city takes pride in what it considers the model fair grounds in Western Canada, and in the growth which has characterized the undertaking during the past three years. The entries this year slightly exceeded the 5,000 mark, the prize list being a very liberal one. The racing programme was exceedingly good, and some very fast events were pulled off. Nearly all the prominent manufacturers of tractors

and separators had sample machines on the ground. A great many visitors in Edmonton during the fair were very much interested in the exhibit of Massey-Harris machines on the platform adjoining their up-town warehouse. A complete line of samples were shown, including a cream separator, a straw cutter, a pulper and pump in operation, driven by the well known Olds gasoline engines.

The crop outlook in Northern Alberta was never better. Cutting operations have been started in most localities, and by the end of the month should be in full swing. In a few vicinities where less than the average results were expected, a wonderful improvement has taken place during the last two or three weeks. The weather has been suitable for heading out the grain, and with continued warm weather and the absence of frost for a few days, a much more than average crop will be harvested. No extensive damage by hail has been reported. In the immediate vicinity of Edmonton the best crop ever grown here will be cut. Wetaskiwin reports say that the biggest crop ever cut in that district will be harvested. The crop there is also the largest ever known and the best ever seen. At Lacombe harvest operations have begun, and a bumper crop is being taken off. Farmers report oats yielding 80 to 100 bushels per acre, with good samples of wheat and barley. Practically the same tone exists in all the reports coming in, and we hope that favorable weather conditions may continue for two weeks. If warm weather continues for that length of time, most farmers in Northern Alberta will wear "the smile that won't come off."

where, and of which thousands have never learned the essentials, is most interesting, and, furthermore, it is logical, and the adaptation of its precepts has brought reward to those farmers who have looked to science to aid them where misfortune and hard luck through unfavorable weather conditions pursued their neighbors who farmed as their fathers and grandfathers did before them.

Every civilized country in the world is now studying the tillage and cropping methods taught by the International Dry-Farming Congress, and its monthly scientific bulletins and reports go to the ends of the earth. Its corps of instructors is famed worldwide, and its next convention promises to be attended by agriculturists from some 50 nations and official delegations from some 30 states and provinces of the United States and Canada, upholding the great agricultural interests of the North American Continent.

Dry-farming is a scientific term used by colleges and authors to differentiate between the new system of agriculture and the older methods utilized in the rain-belts and irrigation districts. A special system of tillage of the soil for the purpose of moisture and fertility. Conservation is known to be necessary for at least 63 per cent. of the agricultural acreage of the world, and the Dry-Farming Congress was brought into existence for the purpose of working out these problems and remedies for the troubles confronting farmers of the sub-humid districts, or in districts where there are frequent droughts or failing soils. Dry-farming is free from mystery of any kind! Any farmer on any soil and in any climate can increase his acreage production, crop quality and bank account.

Dry-farming methods can be utilized with profit upon every acre in every district of the world. The phrase does not mean the operation of farms where no moisture is obtainable, but does mean the utilization of such tillage methods as are, from time to time, demonstrated to be most efficient in the reduction of evaporation and the production of a practical storage reservoir in the soil, the utilization of minimum moisture, etc. The work of the congress includes the study of farm machinery, tillage, the development of drought-resistant plants and better methods on the farm.

Better to be unlearned, than to be deficient in common sense.

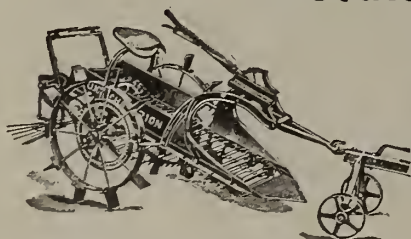
The International Dry-Farming Congress at Lethbridge.

The International Dry-Farming Congress, the annual convention of the dry-land farmers of the world, meets October 19-26 at Lethbridge in Southern Alberta.

All railroads have made the lowest rates known to and from Lethbridge, with 25 days privileges to stop over and side trips in Western Canada and returning home. These rates for the round trip are as a rule as low as one and one-third fare; in Canada there is a one-fare rate for the round trip.

The definition of the term "dry-farming," which is coming into such general use every-

The "OK" Canadian Two Horse Elevator Potato Digger



will satisfy your customers as thousands have been already satisfied by it. This because they can dig their crop with only two horses.

Over 25,000 now in the hands of farmers. Write for prices and terms to secure **YOU** the Agency for **YOUR** district, and get a copy of our illustrated catalogue

THE CANADIAN POTATO MACHINERY CO., LTD.
GALT, ONT.

A Large Stock of Machines for Western Canada.

— SOLE AGENTS —

TUDHOPE-ANDERSON CO., LTD. Winnipeg, Man.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

An Aspinwall Election.

The annual meeting of the stockholders of the Aspinwall Manufacturing Company was held at the company's offices, Jackson, Michigan, Tuesday, August 6th.

Directly following this meeting the board of directors elected the following officers for the ensuing year: President, L. A. Aspinwall; vice-president and manager, C. G. Rowley; treasurer, G. N. Whitney; secretary, J. A. Parkinson, Jr.

The company has just finished an excellent year and the prospects for even greater results in

1913 are good. The Aspinwall Manufacturing Company has for years devoted its entire attention to the manufacture of potato machinery, the line being established and known throughout the world. This coming season, new machines will be placed in the field, which will add to the popularity of the Aspinwall line.

A Fire in the Rumely Plant.

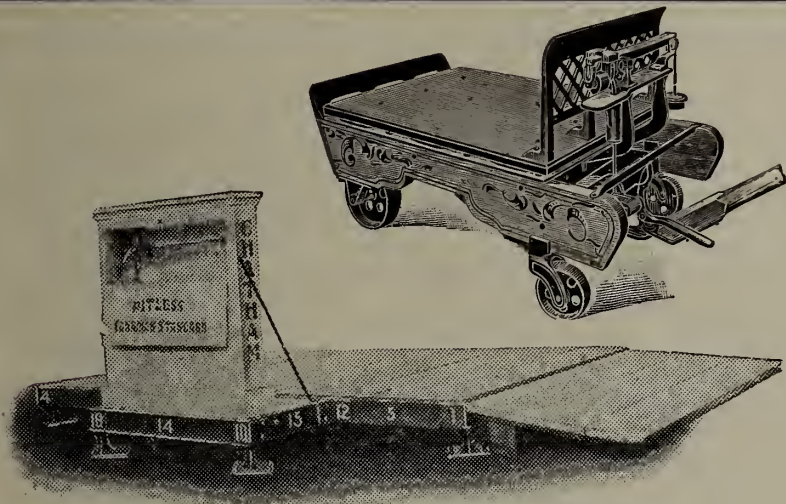
The final testing shed and the paint shed of the M. Rumely Co., at La Porte, Ind., were destroyed by fire on the evening of August 13th.

The buildings were a total loss, and 28 Oil Pull tractors, which were in the sheds at the time, sustained damage to varying degrees.

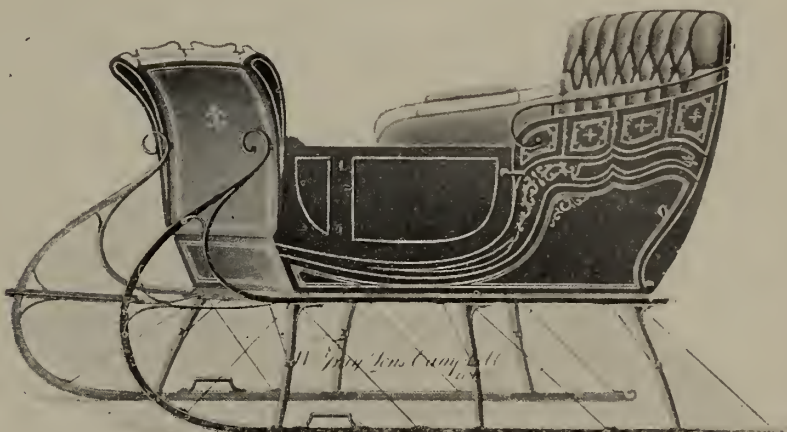
The total loss due to the conflagration is under \$10,000, and is partially covered by insurance. These sheds contained about four days output of the plant, but, being among the comparatively unimportant buildings, will not necessarily make any interruption to the output. Until new quarters are erected the final inspection will be done in the open air, the painting in temporary quarters.

No damage was done to the brake testing shed, with its valuable equipment, which stood about twenty feet away. This, like all the other permanent buildings in the Rumely plant, is constructed of steel and concrete, demonstrating yet again the value of modern construction in factory buildings.

The Rumely Co. are to be congratulated on the comparative insignificance of their loss, considering the possibility of the great loss they might have sustained at this season of the year when tractors are so much in demand.



2,000 lb. Truck Scale and 5 ton Pitless Scale



No. 31.—Cutter with Fore Doors.

Cutters, Buggies, Mills, Scales

High-Grade Cutters of all styles. Cheap, roomy, serviceable Jumpers, either with or without tops.
Three sizes of Mills that clean perfectly. Complete stocks in all lines at our numerous warehouses.

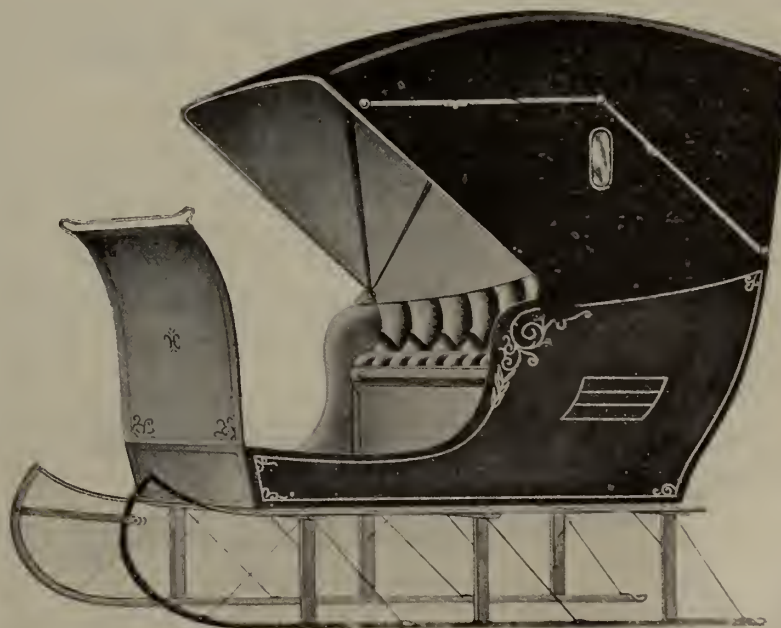
Catalogue of our full lines upon request to—

GRAY-CAMPBELL Limited



New Chain Drive Mill.

WINNIPEG, Man.
MOOSE JAW, Sask.



Top Jumper.

A Deere Book and a Suggestion.

We have just received a new publication produced by the John Deere Company.

The name of the book is "Soil Culture and Modern Farm Methods," and as a practical text book for the farmer, it is one of the most comprehensive that we have ever seen. Concise, brief, yet covering the ground thoroughly, it is a book which should strongly appeal to the busy farmer of today. It is divided into chapters on different points, and is copiously illustrated by photographs taken on the Deere Experimental Farms.

To give some idea of the different points which it covers, some of the chapters embrace: The Seed Bed, Plant Food, Manures, Crop Rotation, Corn, Wheat, Barley, Flax, Alfalfa, Clovers, Dry-Farming, Feeding Cattle for Beef, Dairy Cows, etc.

Especially good are the sections upon soil culture, and methods whereby modern farm implements are judiciously used for the benefit of the soil.

As a handy reference book for the farmer, this book is invaluable, and it should be received with great approbation by all the members of the farming world.

One of the strongest testimonials in favor of its educational value, we understand, is the fact that it has been adopted in the state of Illinois as a standard text book in the public schools.

We would like to suggest to retail implement dealers who handle John Deere goods, what will be an inexpensive means of advertising their business throughout their district.

To all such dealers the John Deere Company will supply the book for the nominal sum of five cents, defraying the postage thereof.

Would it not be an admirable investment for the dealer to go over his books, and to compile a list of say a hundred of his customers. Let him send this list of addresses to the John Deere Company, along with five dollars to defray postal charges, and they will forward a copy of the book to every farmer on the list.

The dealer can still further benefit by sending a postal card to each customer, notifying them that the book will be sent them.

The books cannot fail to please and interest the up-to-date farmer, who will appreciate this little courtesy on behalf of the dealer, and this fact will, without doubt, lead to sales in the future.

Rushing Twine to Western Canada.

A wail came from Western Canada that more twine, and yet more was needed, to reap the wheat crop of the Prairie Provinces. Passing from dealer to distributing center it at last rose into a shriek ere it reached the factory of the Plymouth Cordage Company.

In order to meet the demand, that company made an effort in the shipping of binder twine, probably without parallel in the history of that necessary product of the hemp fields.

The Plymouth Company shipped 600,000 pounds of twine, in one train load, consigned to W. G. MacMahon, the selling agent for that company in Winnipeg.

This solid train load of twine was despatched in a through train on passenger schedule.

It left North Plymouth, Mass., passing over the N.Y.N.H. & H., Boston & Maine and C.P.R. railways, making the run in less than four days.

Under the ordinary methods of freight handling, this twine would probably have arrived in Winnipeg too late to be of any service for this season's wheat crop. By this method of despatching, the Plymouth Cordage Co. was able to load the cars a week later, still getting to Winnipeg on time for distribution to Western points.

This Plymouth special had the right of way over all but the transcontinental limited trains of the Canadian Pacific Railway, and, notwithstanding the heavy August traffic over that railway system, the officials exerted every effort to get the twine to the West on time.

This special train was made up of twenty cars, each containing 30,000 pounds of twine, sufficient to bind 300,000 acres of wheat. In less than a week after the tail-lights of the train had disappeared into the darkness at North Plymouth, the twine was being knotted around the sheaves on the wheat lands of Manitoba and Saskatchewan.

The International Harvester Company shipped ten carloads of twine daily by express from its Chicago factories to North Dakota and Canada.

The harvest is now almost finished in the northwestern portion of the United States, and there only a few more carloads are required, nevertheless the International Harvester Company

will continue sending carloads by express into Canada as long as the harvest lasts.

These shipments are loaded in baggage cars, freely supplied by the railway companies, who are fully aware of the necessity of rapid transportation, and of the danger of heavy grain losses in the event of a twine famine.

From Winnipeg these shipments of twine were rushed by express to the Western points where they were sorely needed.

All things considered the twine manufacturers rose in no uncertain way to meet a tremendous demand that was within the vision of no man. Nobody could foresee the unprecedented growth of straw that has shown in the wheat and oat crops of this season.

At the time of writing, although the danger as far as the United States goes is past, we still have a slight shortage in Western Canada. However, the fact that the harvest is a few days later than usual, coupled with the praiseworthy efforts of the manufacturers and transportation companies, may end in the supply of binder twine being sufficient for the demand.

Canadian Silver Ore.

The approximate value of the silver ore and concentrates shipped from Cobalt during the last six months of 1911 was \$6,247,077. There are now 16 concentrators in active operation in the Cobalt district.

Contributions from ten of the leading mines, together with unclassified shipments of silver bullion, aggregated in value \$2,252,923, thus making a total of \$8,500,000.

STEEL SOCKET SHAFT ENDS

For Repairing Broken Buggy and Surrey Shafts.
QUICK. INEXPENSIVE. RELIABLE.

The Splice Joint Steel Socket Shaft End offers the easiest and most satisfactory method for repairing broken buggy and surrey shafts.

They are made of a double re-enforced steel tube, the inner tube being pressed and crimped into the outer. A beveled hickory filler is inserted after the tube has been thoroughly enameled inside and outside.

The black enamel finish resembles patent leather and as the tube is nickel tipped it makes a neat as well as a substantial repair job. The Splice Joint where the woods meet adds great strength, guarantees against breaking where repaired, and prevents the shaft end working loose and rattling.

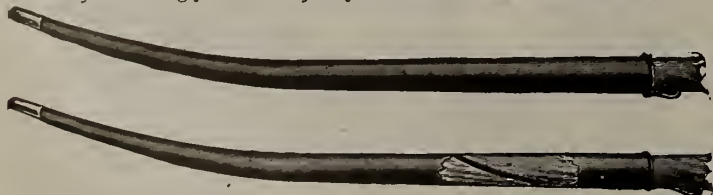
These shaft ends are made in two sizes: Buggy 29-inches long, Surrey 29-inches long.

We can also furnish Pole-Ends of the same general construction in three sizes, size A

1 1/2-in., B 1 1/4-in., C 2-in.

Our Shaft Ends are the only reliable type and are fully covered by patents.

Handled by all leading jobbers. If your jobber does not have them write us.



CUT SHOWING SPLICE JOINT.

Shipments made from our Branch Factory at WINDSOR, ONTARIO.
Address all correspondence to—

STEEL SOCKET SHAFT END CO.,
CLEVELAND, O., U.S.A.



REGINA-SASKATOON



EDMONTON

Over Night to Saskatoon and Regina. One Day to Edmonton.

The Daily Limited

Leaves at 6 p.m., arrives Regina 7.00 a.m., Saskatoon 8.18 a.m.,
Edmonton 9.00 p.m.

Electric lighted coaches, diners, sleepers. Western Canada's finest train over the best new railway ever constructed.

Regina Day Express

Leaves Winnipeg at 8.45 a.m., except Sunday, via beautiful Assiniboine and Qu'Appelle Valleys. Diner, parlor car. Elegant day coaches

CITY TICKET OFFICE: 260 Portage Avenue.
Phones: Main 5378 or 7098.

Tickets via all Transatlantic Lines and Cook's
Tours Agency.



Agricultural Machinery Exhibition in Bohemia.

In the city of Prague, Austria, during last May, the Bohemian Annual Agricultural Exhibition was held on the exhibition grounds. It is not without interest that we note this event in the view of comparison with our recent exhibition in Winnipeg. In far away Bohemia, even as in Manitoba, the exhibits are not confined solely to farm machinery, but include general machinery and hardware, electrical machinery, pumps, etc., etc.

There was a very large exhibit of threshing machines shown, these being of English, Canadian, German, Moravian, and Bohemian designs. The exhibit of reapers and binders was much larger than at previous exhibitions, the greater number being of Bohemian and Moravian manufacture. The Massey Harris Co., of Toronto, Canada, and the International Harvester Co. had good exhibits, and the Walter A. Wood Co. was also represented. The firm of Knotek & Co., of Jicin, Bohemia, exhibited an auto reaper and binder, the machine being driven like an automobile, having the power located in a similar position. This machine attracted general attention.

A gasoline road roller manufactured by Laurin & Klement, of Jungbunzlau, Bohemia, attracted considerable attention. It was manipulated in about the same manner as an automobile. The International Harvester Co. exhibited and sold a 40 horsepower gasoline traction plow, which also attracted much attention.

The deep plowing on the sugar estate is mostly done by portable steam engines. One of these engines is placed at each side of the field, and by the aid of a cable draws a five to eight share plow from side to side across the field. An argument in favor of these plows is that the ground is not packed by the weight of the engine, as when the engine passes over land. The gasoline-driven engines are so much lighter, it is thought they may gradually take the place of the plows operated by cable. Deep plowing can be done with less expense by gasoline engines drawing the plow direct. One obstacle in the way to large sales of gasoline engines is the high price of gasoline in Bohemia.

A feature of the exhibition was the increased display of traction engines and machinery made in Germany. The number of gasoline motors exhibited was double those exhibited in 1911. These motors are becoming very popular in furnishing power for the farm and mill work in Bohemia.

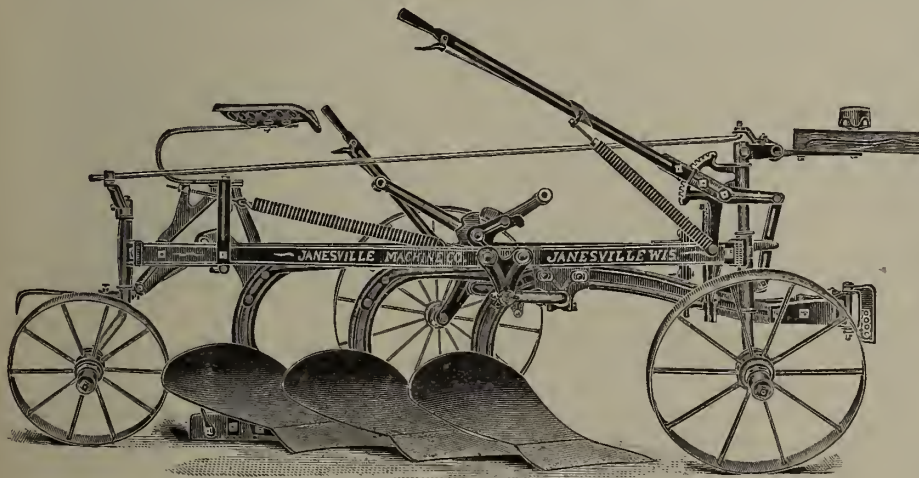
These yearly exhibitions, held in the month of May, would afford Canadian manufacturers an excellent opportunity to display and sell various kinds of machinery, and labor-saving devices generally. As the center of an immense farming district such an investment in exhibiting goods could scarcely fail to recompense the enterprise of the manufacturer. Naphtha motors developing as much as 40 to 60 horsepower are being sold. These large motors are of English and local make. Numerous factories in Bohemia and Moravia are making gasoline motors, while quite a number are coming from the United States.

Wireless telegraphy, horseless carriages, and chainless bicycles are all very well in their way, but what the world really yearns for is a noiseless baby.

Wheat Elevators in India.

The recent report from the U.S. consul at Karachi, India, shows that a provision of two lakhs of rupees (\$64,880) has been made for the erection of a wheat elevator at Lyallpur. That city is the seat of the Punjab Agricultural Experimental Station and it has been found that the storage accommodation for wheat in the surrounding provinces is entirely inadequate. The government hopes by leading the way to direct private enterprise into this channel, not only for the purposes of storing the wheat, but also to enable the native cultivator to get it properly classified, and to obtain credit for his produce without putting it immediately upon the market. If it is thoroughly demonstrated that the wheat elevator system is suitable to the requirements of the vast wheat-producing tracts in the Punjab, the co-operation of the Northwestern Railway and of the port authorities at Karachi is assured in the furthering of the project, as it will be clearly to the interests of both railway and port to provide facilities for export in bulk. The consul seems of the opinion that this ought to be the enter-

Canadian Jobber for Janesville Plows



Janesville Three-Bottom Gang Plow

They have interchangeable bottoms and shares in all sizes, and are fitted with the JANESVILLE Self-levelling device. A foot-lift attachment to the bail prevents pulling against a center and permits a high lift in the plow.

The bottoms are balanced between two springs and are almost absolutely independent of the frame.

JANESVILLE Plows command the trade wherever they are introduced. Write our Canadian Agents for full particulars. **MADE ONLY BY**

The Janesville Machine Co., Janesville, Wis.

SOLE CANADIAN AGENTS—

JOHN WATSON MFG. CO., LTD., WINNIPEG

We have completed arrangements with the
JOHN WATSON MFG. CO.
for the sale of our
goods in Canada.

JANESVILLE Gang and Sulky Plows possess many superior features, and are strong in construction while light in draft.

ing of the wedge for the construction of grain elevators in Northwest India. The Port Trust at Karachi previously committed themselves to a very large expenditure for additional stacking grounds for export wheat and may be influenced by that fact against the construction of local elevators, only the promulgation of superior facilities for handling wheat in larger quantities will doubtless appeal to them. The railways of India, in our opinion, have never been guilty of an excessive speed through their systems, or an excessive supply of rolling stock. When one meditates on the car shortages which we experience in Western Canada, and revert meditatively to the "take time" spirit, inseparable to the Orient, we can see considerable friction in the future, should elevators be extensively constructed in the already turbulent district of our Indian Nor'-West.

Dealers and Drafts.

There is a tendency among certain retailers to become careless in attending to their drafts and acceptances. This is a great mistake. It causes trouble and

annoyances to the wholesaler, and if persisted in will probably affect the retailer's credit.

Here is what happens: A draft is presented by the local bank for acceptance. The retailer may be busy at the time. He tells the bank to return it and immediately dismisses the matter from his mind. Or he may accept it, and, having made no note of when it will mature, allows it to be returned unpaid. In either case he does not advise the house what he has done or what he intends to do. Upon the draft being returned, the house writes to their customer for an explanation, and he answers back, probably rather sharply. Relations become strained and the retailer is liable to find that his oversight has affected his credit. This is, of course, an extreme case, but it will serve to show how a little care will obviate all kinds of trouble.

A draft should always be accepted, provided it correctly represents the indebtedness, whether the creditor expects to meet it at maturity or not. When the acceptance matures, he can make a payment on account if he is unable to meet it in full. He will usually find the wholesaler

knows almost as much of local conditions as he himself does, and will generally be willing to carry the balance for a time.

A man's business methods may be pretty well judged by the manner in which he deals with his creditors, and it may be taken as a general rule that careful attention to the drafts and acceptances of his wholesaler is evidence of good faith on his part. And it is largely upon this good faith that wholesalers extend credit.

Calgary.

T. R. Scott, manager Goold, Shapley & Muir Co., Alberta branch, has returned after spending a considerable time in Edmonton, where he transferred his stock to C. B. Beale & Son, who will in future handle that company's transferring in Northern Alberta.

A number of the Calgary implement men took in the Winnipeg fair this year, including J. Atkinson, manager of J. I. Case T. M. Co.; S. H. Roe, manager Tudhope Anderson Co.; J. A. Brookbank, manager I. H. C. Co.; T. R. Scott, manager Goold Shapley & Muir Co.

Among the Calgary implement men in attendance at the Lethbridge fair during August were: C. G. Wuthrich, manager John Deere Plow Co.; L. B. Cravath, manager M. Rumely Co.; A. W. Trickey, manager Massey Harris Co.; and W. E. Hall, manager Cockshutt Plow Co.

The Calgary fair this year was just as great a success as ever from every standpoint. The exhibits were splendid, the weather good, crowds enormous, and everyone was pleased. There was as usual a large exhibit of heavy machinery, practically all the firms being represented in engines, separators, windmills, and other large goods. Fairly good crowds visited the machinery exhibits, but it is being felt more each year that the best results from a sales standpoint are obtained right at the warehouses and offices of the concerns interested.

"The Calgary Stampede" being held during the first week in September, promises to be one of the best attended events in Western Canada. It will consist of a very varied program of cowboy and cowgirl races, roping contests, and other competitions, showing life in the Great West before the present population poured in. It is in the hands of competent men—millionaire cattle and horse men—who were here in the pioneer days, and know just what there was and who are capable of judging whether or not any of the entries

are competent. The committee contains among its members, Pat Burns, Geo. Lane, and others, whose connection with it assures success, and already a week in advance enormous crowds are assured from all over Alberta, Canada, United States and even Great Britain itself. Several special trains are coming from all over the East and South, and the committees are putting forth herculean efforts to provide for the crowds. All that is needed now is fine weather.

Crop conditions throughout Alberta are, so far, very satisfactory. Crops in practically every district are better than average, with some very heavy crops reported from every town, while they are further advanced than at the same period during the last year or two. There has been no frost to date, less hail than the average year in the past, and all that is required now is a continuance period of clear weather to complete the cutting and threshing. This week (the last week in August) sees possibly 15 per cent. of the cutting done south of Calgary, and a good start made in the north; but it is at present cool and wet, which will probably delay things a while. However, with two or three weeks fine weather, harvesting would be well completed and unless something most unusual occurs during that period we are now assured of the best crop in several years.

Uncertainty.

There are times when the words: "I don't know" are the only words you can say honestly, but you should never voice that phrase without adding—"but I'll find out." Don't ask questions without knowing what you are talking about, because you are sure to make a mess of things. When you do not know a thing, acknowledge it frankly; do not pretend a knowledge you do not possess. The only crime is to be content to remain ignorant. Find out, for when you are finding out you are helping not only your customer but yourself. The reasonable customer does not expect the new salesman to be letter perfect, but the latter should not be found ignorant on any point more than once. Study. Ask questions. Get posted. Be a dictionary of facts about your goods, be a catalog of information on two feet, and you will find that your store is rapidly going ahead.

The making of money is not the whole of a man's business; the cultivation of friendship is a very large part of the business of life.

"Give me a Drill like that Last One"



The Dealer who handles machines that meet local conditions and which are favorably known to his trade is the dealer who is bound to make the most sales in the long run.

McCormick Drills are built in Canada. They are built to meet Canadian conditions. As a result, Canadian farmers get fine results from the use of McCormick drills—a fact which makes it easy to sell to their friends.

In the McCormick line are disk and hoe drills, disk harrows, peg-tooth harrows, spring-tooth harrows, cultivators, combined cultivators and seeders, and land rollers.

Let the blockman explain the merits of McCormick tillage and seeding machines, or write the nearest branch house regarding a McCormick contract.

Western Canadian Branches

International Harvester Company of America

(Incorporated)

At Brandon, Man., Calgary, Alta., Edmonton, Alta., Lethbridge, Alta., North Battleford, Sask., Regina, Sask., Saskatoon, Sask., Weyburn, Sask., Winnipeg, Man., Yorkton, Sask.

HOOSIER AND FAST MAIL

PUMPS

are made in more than a hundred different designs and sizes, for every purpose. Pitcher and House Force Pumps, Hand and Windmill Lift and Force Set - Length Pumps, Syphon Force Pumps, Power Pumps, Working Heads, Pump Jacks, Cylinders and Working Barrels for shallow and deep well use. Best workmanship and highest finished pumps on the market.

Star Windmills, Hoosier Galvanized Steel Tanks, Wood Tanks, Hoosier Gasoline Engines from 1½ to 15 horse power.

Write for Catalog and Prices

Hoosier Two-Cylinder Force Pump

Hoosier Force Pump Standard

Hoosier Set-Length Lift Pump

Flint & Walling Mfg. Co.,

675 Oak Street,
Kendallville, Indiana, U. S. A.

Western Canadian Distributors:

The A. McBRIDE HDW. CO., LTD., CALGARY.
BRANDON PUMP & WINDMILL WORKS, BRANDON.

Wanted

LIVE DEALERS
To Handle Our
Copper Covered
Steel Centre
Lightning Rod.

The Oldest Established
Business of this kind
in Canada

Get in line for this money-making agency. Handle a good rod made by a good Canadian company with a reputation. Our Guarantee, which is sent with each rod, helps to sell it.

Write to-day for Samples and Full Particulars.

Hamilton Brass Mfg. Co., Limited
(Successors)

HAMILTON

ONTARIO



Free Advertising Service for BIG FOUR "30" Agents

THE Big Four "30" is the best advertised Farm Tractor on the market to-day. The Dealer who secures the Agency for **THE BIG FOUR "30"** is immediately hooked up with our aggressive advertising department, which makes it easy for him to make sales. We send him any or all of eighteen different kinds and sizes of ads, electrotyped, so that all he has to do is to tell the printer to put his name at the bottom. We are carrying a large amount of general advertising and publicity work all the time in the best publications which farmers read. We are also sending out all the time enormous quantities of attractive and interesting advertising cards, leaflets, booklets, folders, hangers, catalogs, letters and other matter. **BIG FOUR "30"** agents get the benefit of all this sales-making publicity. If you are not a **BIG FOUR "30"** agent, drop us a line now—maybe you can secure the agency for your territory.



Emerson-Brantingham Co.,

Gas Traction Division,

First and Largest Builder in the World of 4-Cylinder Farm Tractors.

Market and Princess Streets, WINNIPEG.

Factories:
Winnipeg and Minneapolis.

General Office and Factory:
Rockford, Ill., U.S.A.

FEED CUTTERS AND GRINDERS ARE SEASONABLE

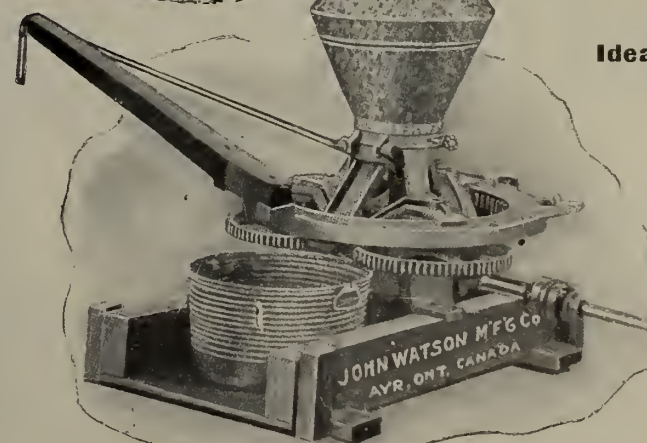
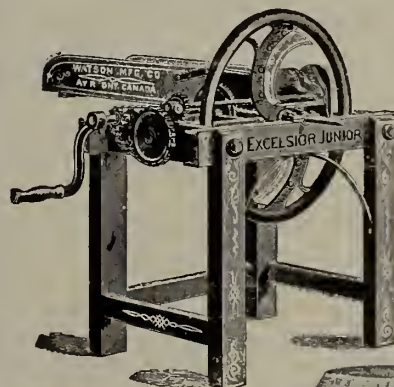
You miss a source of PROFIT
if you don't sell

Watson's Feed Cutters

For Hand, Horse, Gas or Steam Power

Will cut hay, straw and corn perfectly, and are supplied in seven styles and sizes, with capacity for cutting feed for from two head to the largest stock ranch in the West. With power blowers, will blow to any part of the barn and into stall directly in front of stock. They are immense labor-saving machines. . . .

No. 15 Ideal Mill Feed



This Mill has sweep attachment & gives great results on small outlay. Simple, strong, rapid, ideal for farmer, stockman and dairyman. Repairs for this mill will fit the

Stover
Sweep
Grinder.

"NO ONE CAN
GIVE YOU
A
BETTER DEAL."

John Watson Mfg. Co.
LIMITED
WINNIPEG

A Gas and Oil Engine Exhibition in Southern Russia.

Baku, in the extreme south of Russia, recently held an exhibition of gas and oil engines, the first of its kind to be held at that city on the Caspian Sea.

Baku is the centre of a large district of country which produces vast quantities of oil, some 4,500 wells being in active operation in the district. There exists a large future market for motors around Baku, especially for types of engines using crude oil as fuel, not only in this point but in the cotton and agricultural districts of northern Persia and the trans-Caucasus regions. Firms there say that a crude oil tractor of from 45 to 60 horse power, and capable of drawing six to ten plows, would command a large sale.

Unfortunately the promoters of this exhibition at Baku were too long in notifying American manufacturers so that they could have had time to investigate the business value of the exhibition, and also have exhibits there in time to demonstrate their qualities. Even so, English and continental firms occupied all the available space, and many firms could not get space assigned to them.

Gas and oil engines are in great demand, and it is estimated that 2,000 motors are now in use around Baku, while they are being sold at the rate of 400 to 500 yearly. One firm alone claims to have sold 135 engines, valued at \$515,000 during the past year. These engines are principally employed on the oil fields, for baling the oil wells and for running air compressors. The popular sizes range from 35 horse power to 150 horse power, and 24 horse power to 66 horse power for oil engines.

Steam engines were used formerly, but are now being rapidly replaced by the internal combustion engines.

British made engines have enjoyed what was practically a monopoly, but Belgium, German and Swedish engines are beginning to evidence a share of the trade. At the exhibition about 50 per cent. of all the motors shown were of British manufacture.

The International Harvester Co. was the only American firm exhibiting engines, while they also had in operation a 45 horse power tractor and a 4 horse power engine, which attracted much attention.

Both the International Harvester Co. and the Walter A.

Wood Co. took advantage of the opportunity to exhibit agricultural machinery. The former company furnished films to the moving picture shows at the exhibition, showing their tractors and farm machinery under working conditions. These pictures proved a great attraction to the visitors at the exhibition.

The local representatives of the Avery Co., of Peoria, Ill., had on the walls of their special building illustrations of the agricultural machinery made by this company.

Among the principal exhibitors, Ruston, Proctor & Co., of Lincoln, England, exhibited an 80 horse power gas engine, a 40 horse power oil engine and a 50 horse power gas or oil engine; Fielding & Platt, England, showed a 65 horse power gas engine, a 36 horse power Hornsby oil motor, and a 45 horse power of the same make were shown, also three Peter oil engines of 10, 32 and 35 horse power; Crossleys, Ltd., of Manchester, England, showed a 45 horse power oil and a 70 horse power gas engine of their special design; Tangye Co., of

Birmingham, England, had a full line of their type of engine; while Robson, of Yorkshire, exhibited a 40 horse power oil motor.

The Gulden Motoren Gesellschaft, of Aschaffenburg, Bavaria, exhibited an 80 horse power upright gas motor, which has been sold for use in trans-Caspia. Another motor of 60 horse power, made by the same company, was on exhibition.

Germany was represented by two Benz gas and oil motors of 50 and 65 horse power, and three Otto Deutsch oil motors, of 24, 35, and 55 horse power.

The Swedish Avance motor firm exhibited four oil engines—two of 12 horse power, one of 38 horse power and one of 45 horse power.

The Revel Machine Works, of Revel, Russia, had on exhibition one Russ oil motor, of 30 horse power, and one of 10 horse power.

The Soromova Works, of Soromova, Russia, exhibited a Litsmeyer-system oil motor, of 50 horse power and an oil motor of the Brons system of 25 horse power.

The Hatisoff Machine Works, of Baku, exhibited motors of 5, 10, 20 and 45 horse power.

The Kolomensky Machine Works, of Kolomna, near Moscow, exhibited a 3-cylinder Diesel motor of 37½ horse power and a Rische universal gas motor of 80 horse power.

As the oil wells of Baku become exhausted they are driven deeper, and higher powered engines are used. The price of the engine is of little importance to the operator so long as he obtains an engine that will accomplish satisfactorily the work he will put it to.

The Influence of the Retailer.

By W. A. MURCHISON.

I have had occasion to handle both sides of the field—manufacturer's and dealer's—and will outline an estimate of the value of the retailer as a national distributor of merchandise.

Advertising, like religion, is a psychological proposition. These two great world-governing forces operate on totally different planes, but there is an infinity of resemblance all along the line.

Convince a man that religion makes him better personally and

Ann Arbor

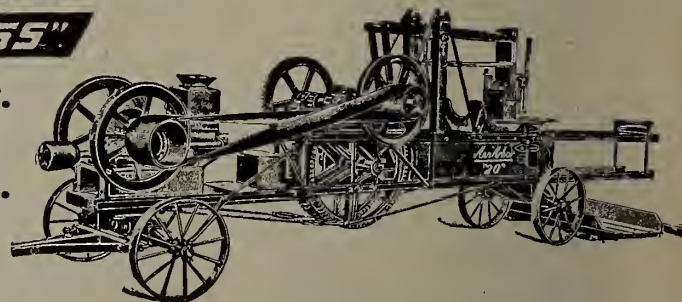
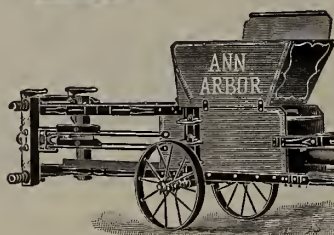
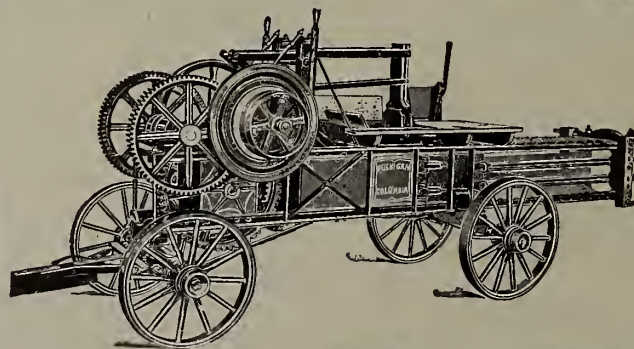
"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.

Capacity 20 to 35 Tons in 10 Hours

ANN ARBOR "20" for 3½-6 H.P.

Capacity 12 to 25 Tons in 10 Hours



ANN ARBOR "Columbia" for 10 to 16 H.P. Steam or Gasoline

Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"
32 in. Feed Hole

Capacity 10 to 20 Tons in 10 Hours

Agents wanted for large portion of North-Western Canada. Big inducements Offered.

**Write for
New Catalog
No. 43**

RIGHT PRESSES and PRICES to secure the Baler Trade.

Ann Arbor Machine Co.,

**ANN ARBOR, MICHIGAN
U.S.A.**

you bid fair to make a religious man of him. Convince him that advertising makes his business better and he is likely to become a constant advertiser. Both assumptions have been proved by results—but the question to consider is the ways and means to the desired ends.

Balance the cost of the consumer advertising to, say a million consumers who have never seen the goods and must be converted to believe in them, against the advice and influence of the retailer who doesn't carry them, as compared with the cost of advertising after you have once enlisted the retail co-operation to influence sales with the goods on the spot and good salespeople behind them. The foundation of a selling campaign begins with the dealer; get his co-operation through good salesmanship and good advertising in his trade papers and you will have something that money and competition cannot take away.

But the fact that it is a merchant's business to sell goods—he employs people to hustle and sell them for him. He is on the job for profit—his acumen in discovering goods which will bring the biggest profit and satisfied customers is his license to live. He will co-operate with any manufacturer or wholesaler who will convince him—not the public—that they together can draw trade to the store with the proposed articles. The merchant is an expert in local conditions—in practical merchandise suited to his own trade. His customers believe in him—else long ago he would have had to hang out a red flag—and it is a mighty difficult and expensive proposition to destroy that union of local interest and reciprocity of mutual confidence.

Now, let's call our retailer Brown. He sells general merchandise. Most everybody in town reads the local papers—they head the list of literature in the average family. Father reads them—mother reads them—every son and daughter old enough does the same. Brown uses liberal space in his local papers to tell of the merchandise he has to offer. When he advertises a brand of goods his statements have a tremendous personal influence with the people in town. They know Brown—he has a reputation for telling the truth—his business depends on it—and when he endorses a line of goods over his own signature his customers are nine-tenths convinced. A trip to the store—the goods displayed—their merits backed

up by good salespeople—the sale is made.

What goes on in Brown's store is repeated on a larger or smaller scale by thousands of stores throughout the country. The retailer and his local newspapers are the most effective business boosting force in the merchandise world. The logic is plain as day. The retailer advertises the merits of the goods he sells—backs it up with his personal reputation and sells the goods.

Many a married man feels the jaws of death are preferable to the jaws of life.

On Knockers.

We presume that most of you have observed the knocker during your peregrination through this vale of tears. We don't refer to the obsolete brass arrangement that used to be attached to the portal of the old home, but to the human biped who goes around carrying a concealed weapon in his soul-case—a weapon of aggression for his fellow-men, for it never can be used for his personal defence.

We believe that there are few of us on earth today who do not indulge in a little knocking at times, and it is a habit as in-

sidious as the drug habit, a habit that will, become a part of you before you are fully aware of the fact unless you cut it clean out.

Habit is an ever-thickening cable; we weave a thread of it every day and at last awaken to the fact that we have woven so strongly that we cannot break.

The other day we came across a phrase coined by some optimist. He wrote: "Remember God made knockers just the same as He made bugs, fleas, greybacks, worms, slugs, toads, lizards, snakes, microbes, and all other slimy, creeping things. What He made them for, God Himself only knows."

THE "FLOUR CITY" TRACTOR.



Built in Three Sizes--20, 30 and 40 H.P.

A Winner in the Field. A Winner of the Highest Honors in all the Contests in which it has participated.

The shifting from steam to gasoline-kerosene power seems to have become general the country over, resulting in a stampede of various manufacturers and promoters in this direction. Train loads of prematurely developed and hurriedly put together tractors have been shipped here and yon, followed by a retinue of salesmen, and the air is full of rumored big business and combinations.

Through all this turmoil and promotion of new companies, the "FLOUR CITY" has, without any flaunting of banners--the floating of stock--or bonding of indebtedness, modestly plowed its way into the good graces of the farmer. It has been a winner in the field, as well as a winner of the highest honors in all the contests in which it has participated. **FOUR GOLD MEDALS IN FOUR YEARS.**

The "FLOUR CITY" is not an over-night creation, merely made to sell, but the ripened result of 14 years' experience devoted exclusively to developing a farm tractor, until it is now universally recognized as the standard of perfection in gasoline traction engineering.

Write for Catalog, and record of its achievements from satisfied owners.

KINNARD-HAINES Co., 830 44th Ave. No., MINNEAPOLIS, MINN.

There surely can be no finer feeling on earth than the warm glow of pride in the achievements of our friends, the absolute conviction that even their faults are loveable, and the certainty of confidence in their loyalty.

What sort of pus-cavity instead of a brain-pan has the man got who finds an absolute pleasure in picking flaws in everything and in the characters of everybody, and yet such a man may live a life that the world adjudges as blameless from the ordinary ethical standpoint.

One peculiar fact that you find about knockers is that they themselves cannot endure criticism. Perhaps it is because some shadow of their own imperfections flits across their jaundiced souls when they are weighed in the balance and found wanting.

They look upon criticism as absolutely unwarranted and cruelly unkind; they tell you that they are "sensitive," although the average rhinoceros would flinch from some of the gentle shafts of their judgment.

No business man, no man of any kind, can feel either happy or at ease in the company of a chronic knocker. He affects you like a psychological sewer. He is so illogical, for it does not require a student of philosophy to know that if a person regales you with the failings and foibles of

his friends and your friends, you can be pretty certain that even so he will regale them with what he considers your shortcomings when you happen to be the absent unit.

You cannot feel safe with the knocker—you feel that every word you say is being mentally absorbed and distorted by him, and that your conversation is to him only so much data for a recital at a later hour. And, after all, knockers are so pitiable beings, for they do not seem to realize that every knock they register is but a boomerang, and the rebound of their carping and cankered criticisms hurts themselves far more than it does any other person.

They only earn the ill opinion of those around them, and, assuredly, it must be a strange contortion in their characters if they are satisfied with themselves.

A man cannot go on for ever thinking that all the world is at fault and he alone is perfect, sooner or later the fact comes home that it is but the distorted outlook of his own eyes. But the habit is formed; nothing is good, nothing is great, nothing is praiseworthy, and the knocker drifts along his miasmic path, shunned and disliked, doing no good, seeing nothing good, a living lesson to all who have the tendency to suffer from the knocking habit.

Sisal Hemp and Slavery.

I wonder, when the implement dealer of Western Canada is thoughtlessly handling a ball of Sisal binder twine, if he ever dreams of the tears—aye blood as well as tears—that are intermingled in its fibres.

For that white ball of cordage that the farmer will place in the twine-box, could it but speak, could tell a tale of slavery—chattel slavery—men and women and children bought and sold like mules—and like mules they belong to their master. They are slaves!

I do not refer to the spinning of the twine in the penitentiaries of the United States, but to an earlier stage of its being when the hemp that makes the twine is cut and garnered.

The Peninsula of Yucatan, an elbow of Central America, belonging to Mexico, has the rarity of being one of the two peninsulas of the world which point to the north. It has an area of 80,000 square miles, and its coast lies about 1,000 miles south of New Orleans. The surface of the state is almost solid rock, so that you have almost to blast a hole if you want to plant a tree.

Yet in one-fourth of this scorched territory, three-fourths of the inhabitants live—the density of the population being 75 to the square mile.

The secret of this peculiar condition is that the soil and climate of Yucatan happen to be perfectly adapted to the production of the hardy species of the century plant which produces henequen or Sisal hemp. The capital of Yucatan is Merida, a city of 60,000, and surrounding it for miles on miles are vast henequen plantations that support the inhabitants of the capital. The owners of these plantations—mostly Spanish-Americans—are the slave-owners of Yucatan. The annual export of sisal hemp from Yucatan approximates 250,000,000 pounds, and the United States practically takes all of this supply.

Some fifty rich planters practically control this output—men who live in Merida in palatial residences, apart from the miserable slaves on their plantations.

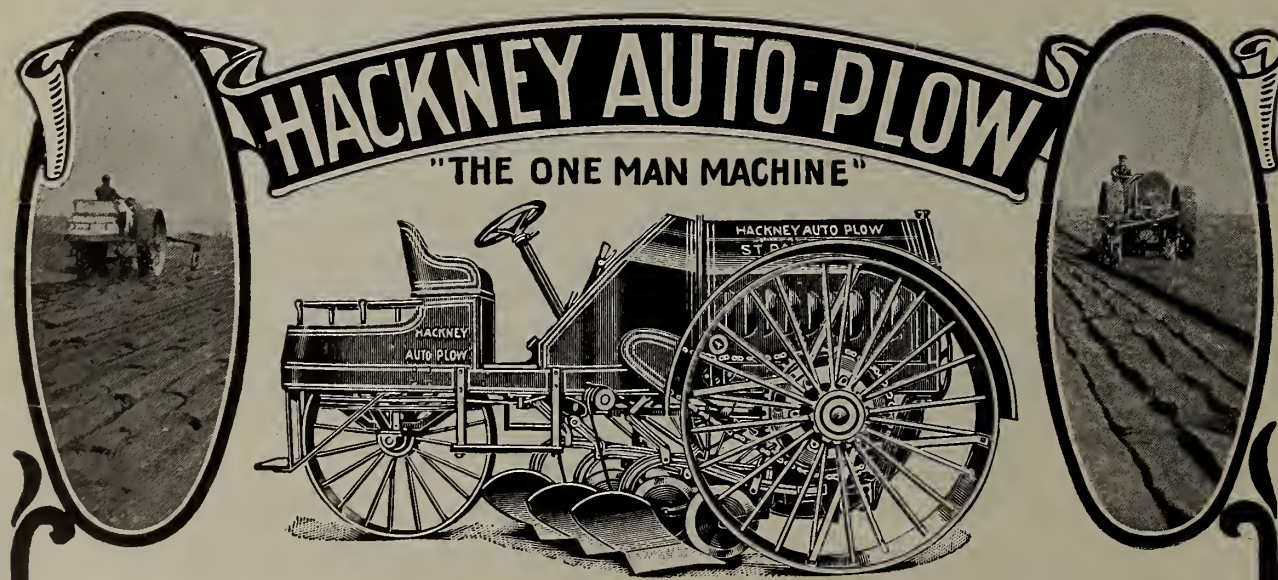
The slaves comprise about 8,000 Yaqui Indians, forcibly exiled from Sonora, Mexico, 3,000 Chinese (Koreans), and some 100,000 native Mayas, the descendants of the ancient Aztecs who once owned Yucatan.

The slavery system is based on the assumption of service for debt, but debt counts for nothing once the poor laborer is in the hands of the minions of the planter.

The mortality, due to overwork, starvation and murderous beatings, is awful. The Mayas die off faster than they are born. Two-thirds of the Yaqui Indians die inside nine months of their arrival in the country—and they come in at the rate of 500 monthly. Some free laborer contracts a small debt—and the Mexican government see that he gets opportunity by its system of slave-agents—then he is sold body and soul to the planters of Yucatan for 40 or 50 pesetos (25 dollars). The slaves of the sisal hemp get no wages, no chance to buy their freedom. They are half-starved, and men and women, in one indiscriminate mass, are locked into a stifling building every night, which is guarded by armed sentries. They are beaten and tortured as never were the negroes in the old days of the Southern States!

Each family gets a daily credit—no cash—for 25 centavos (12½ cents) worth of merchandise at the store on the plantation, and the cost of anything in that store is exorbitant.

They work from 4 a.m. until they can see no longer at night, when they stagger to their stagnant den.



Great Labor-Saving Machine For The Farmer

THE bane of almost every farmer's life is being obliged to depend on "hired help." The loss of "man" or "two," at certain seasons of the year, is a very serious matter and often involves loss of crop. The HACKNEY AUTO-PLOW, the only "one man machine" on the market that can be used successfully for plowing, seeding, haying, harvesting, as a stationary engine for power purposes, and as a tractor for hauling loads, etc., makes the farmer INDEPENDENT and solves the vexatious labor problem. It eliminates drudgery and helps to keep the "boys" on the farm.

The Hackney Auto-Plow will do the work of 10 horses and 2 men plowing and plows from 10 to 12 acres per day. It is a tireless worker, day or night, and there is no cost for "keep" except when in operation. So simple in construction and easy to operate that it is really a pleasure to run it. The cost is less than the medium priced automobile.

The Hackney Auto-Plow is the only machine that WORKED EVERY DAY at the field trials at the Minnesota State Fair. Catalog, photographs and testimonial letters, from satisfied users, free on request.

HACKNEY MANUFACTURING COMPANY, 580 Prior Avenue, ST. PAUL, MINNESOTA

Each slave has a certain number of plants to cut, or to keep free from weeds, or has to saw off the gigantic leaves with machetes. The harvest goes on all the year round, and during the cycle every plant is gone over four times. Twelve leaves are usually clipped, the twelve largest, the 30 smallest on the plant are left to mature.

The slave chops the leaf off at its root, trims the sharp briars off the edges, trims the spear-like tips, counts the leaves left on the plant, counts what he has cut, bundles them and piles them at the end of his row, where they are dragged away by mules. Woe betide the poor slave if he does not produce 2,000 (on some plantations 3,000) leaves daily, for his emaciated body will be broken by a whip as effective as the knout in Russia.

After the leaves are cut they are carted to a large building on the plantation, fed down a chute into the stripping machines, where revolving teeth tear the tough, thick leaves to pieces. This produces two products—a green powder, which is refuse, and long strands of greenish, hair-like fibre, which ultimately becomes the twine you see around the wheat-sheaf in Western Canada.

This fibre is dried in the sun, pressed into bales and in a few days we find it at Progreso, the port of Yucatan, being loaded in a steamer flying the British flag!

Eight centavos (four cents) per pound is the average price the planters charge for the hemp in bale, and they cheerfully admit that they produce it for under one cent per pound! The United States buys most of the supply and in that country it is spun into the twine we see in our stores.

These toilers on the plantations get but one meal a day, and that at night-fall; consisting of two large corn tortillas—the bread of the poor of Mexico—a cup of boiled beans and sometimes a handful of putrid fish are all that go to support weary bodies under the hottest sun in the Americas. Let them escape, you say? Where can they go in a land like a brazen platter. Every wanderer, unless he can produce papers to prove he is a free man, is held up by the police pending identification. A reward is paid by the planter for the return of his chattel! As I said, the Mayas Indians are slaves in their own land, while the Yaquis are slaves in exile.

In 1908 the Mexican government passed a law deporting these Indians, who are a harmless, peaceful race from Sonora, on the borderlands of Mexico and the United States.

Dragged from mine, farm or railroad, women and children—babies; old and young, weak and strong, they stagger along their road to exile guarded by soldiers and rurales (police).

They are hounded to Mexico City, then by rail to Vera Cruz, and then, packed like cattle, to Yucatan. Hundreds die on the way and are left behind, families are separated, wife and husband, mother and child are torn apart. The women, married or single, are taken to the plantations and are starved until they marry Chinese slaves, so as to propagate the strongest form of slave for the benefit of the planter.

Is not this the Siberia of the New World? If Siberia is hell frozen over, Yucatan is hell aflame!

On the crest of the Ural Mountains, amid the thickly falling snow, I can see the heavy feet of the prisoners as they are driven into the wastes of Siberia. One last look back through the snow-flakes as they pass the stone pillar marking the frontier—then onwards, always onwards!

Through the blazing land of Yucatan I can see the bleeding, tortured trail of the Yaqui Indians, driven into exile, their only hope of the future, that soon their starved and beaten bodies may lie dead by the spiked leaves of the sisal plant under the tropical sun of Central America.

J. Kenneth Turner.

Looks Very Like It.

The inspector was visiting the school. Every face was washed, every pair of shoes was shining, and every boy had a clean collar. The teacher was proud of them, and they were all attention when the inspector came to examine them.

"Now, tell me," he said, "some of the things that are made in Chester."

"Ships," said John Simpkins.

"Right," replied the inspector. "Now some of you bright boys, hurry up and tell me," he continued, "what the skin of a cow is used for."

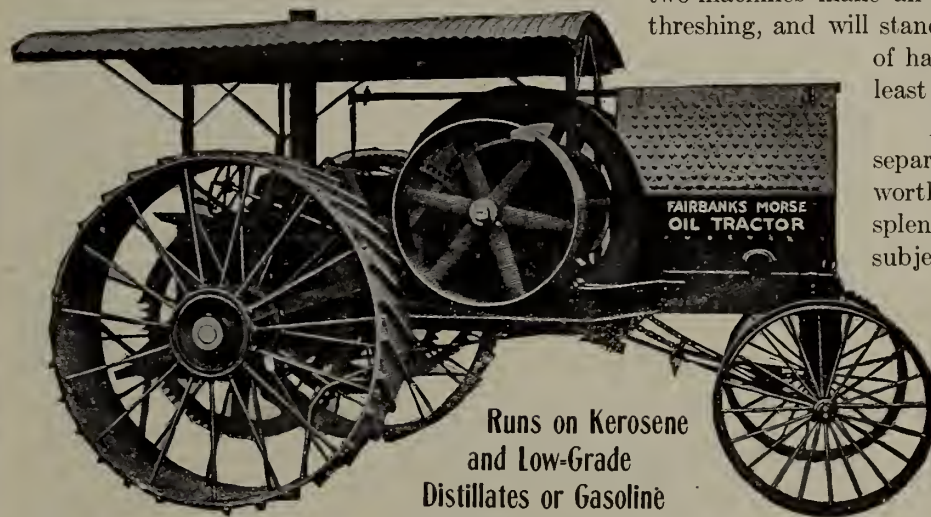
Little Tommy Coyle jumped up and said:

"Please, sir, the skin is used to keep the meat in."

High Grade Threshing Outfit

Dealers:

In our advertising to Farmers and Threshermen all over the West, we are featuring our threshing outfit, consisting of the Fairbanks-Morse Oil Tractor and the Farquhar Separator. These two machines make an ideal combination for threshing, and will stand up under any amount of hard work and give the least possible trouble.



Runs on Kerosene
and Low-Grade
Distillates or Gasoline

In our search for a separator that would be a worthy supplement to our splendid Oil Tractor, we subjected all available machines to most rigid tests, and eventually chose the Farquhar as being the best-built machine for our purpose. You can sell the

FAIRBANKS-MORSE OIL TRACTOR and the FARQUHAR SEPARATOR

as a great threshing outfit. We stand behind both machines and back them with the regular Fairbanks-Morse guarantee against defect in materials and workmanship.

If you are open to represent us in your district, write us.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line, gets compliments instead of complaints."

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co.,

LIMITED

WINNIPEG

SASKATOON

CALGARY

Montreal

St. John

Ottawa

Toronto

Vancouver

Victoria

Spinal Stiffness in Business.

In any line of modern business, about the first and most important qualification a man must have is a good rigid spinal column.

I don't mean that he should keep his head so erect that he sees nothing but clouds and tree-tops—that leads to his ultimately coming a cropper over a mundane brick. A man must stand prepared to lose money at the outset—he has to face competition and do his best to wrest from it a livelihood. Days will come, aye many of them, when his mouth will sag down at the corners and his shoulders won't square up.

In those days let him think of Jonah.

He went down in the mouth but he came out all right. It is

true that worry has killed more men than have bullets, I would not like to say how many times more. It is the shivering bog that continually surrounds us, the gray, ghoulis night-mist that would seek to swathe our shadowed souls. Only doctors—and fools—say "Don't worry". If he be so constituted a man can no more help worrying than he can help breathing. Of course, it may be a reflection of the physical system on the mental processes. Then we must keep the physical in a state of perfection that we may aid the mental strain. Don't say to a man "Don't worry," rather try and divert his thoughts from the subject of his tribulation. There are people on earth who have what I think is about the greatest gift that the Lord could have endowed them with.

They have the philosophy of "It don't matter"!

They can see empires uprooted, chaos, ruin, decline, decay, yet it affects them no more than would a passing shower. Such philosophers, truly, often are hobos, only I give them my

ungrudging respect. They have solved the problem of life—they have the equanimity of the absolutely placid philosopher. I believe that we were sent onto this earth to be happy. Nature breathes happiness and the Lord never meant us to rush along with haggard, gray faces, striving to pile so many dollar-bills on the top of so many more dollar-bills—which after all is not much of a permanent edifice when one is a quiescent corpse. No, I revert to my philosopher of the open road and the quiet mind. Logicians may tell me that he is a lazy unproductive unit—that he is the drone in the hive of industry, that he occupies the air-space of a man and does not do the work of a man. Yet I feel certain that he absorbs the happiness of many men. Only such men are no good for business.—I retract then, all in their favor. As minor poets, as monied dabblers in journalism, as members of the upper four hundred, as hobos, they are excellent—but in business they lack the rigidity in their struts and angle irons. The world holds for them countless examples, and also for the weary in the battle of competition to-day. When a man feels an unconquerable desire to give up, to let things go—that the game is not worth the candle; all adown the misty avenues of time spectral figures beckon to him and a myriad of phantom voices whisper "Be brave"!

He can see Caesar burning his boats so that the Roman legions should have victory or death. He can see Hannibal driving his troops across the snow-clad terrors of the Alps, and, down through the years the stubborn ring of the spears on the battle

field of Flodden. Gordon's lonely figure appears to him upon the housetop in Khartoum—doomed yet unafraid.

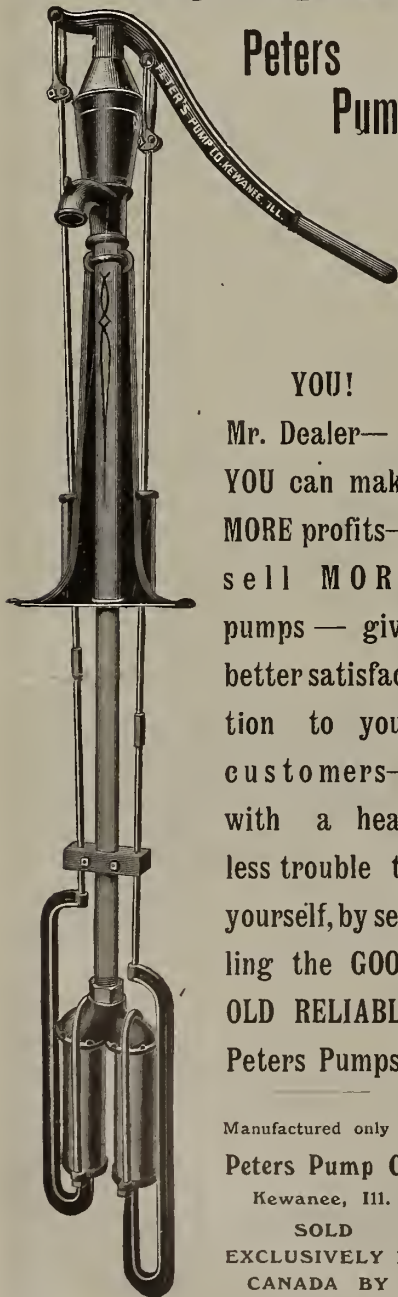
A horde—a deathless horde—sweep in ghostly array throughout history. Brave, pathetic, sublime in their undying courage. The greatest deeds in the world have not been done by the greatest men—there are hidden lives as full of courage as ever were the heroes of the past. Even as they met and encountered difficulties and reverses, so, also, can we in the unromantic world of to-day play our part to the best of our ability, and stiffen our backs to bear the load that Destiny lays upon us.—A.A.T.

American Implements in Britain.

American machinery for agricultural purposes continues to be in general use in Great Britain, and farmers are largely taking advantage of the frame drills of the forced feed type. Part of the various agricultural implements of American manufacture are now kept in stock by certain wholesale houses, and farmers and others have little difficulty in getting repairs executed. Many American implements are of little use in the United Kingdom, designed as they are for the handling of large acreages, while the farms there are usually of comparatively small acreage. The ordinary wagon, we are afraid, will not become popular as the vast majority of farmers use one horse carts, although an American wagon has more than twice the capacity of these carts. For many years American reapers and binders have been extensively used and an endless chain type of straw elevator has been employed in threshing. The vast majority of tractors in use are steam, and they are usually privately owned, the whole threshing outfit handling a certain district, going from farm to farm. Many farmers have stationary threshers in their barns, which aforetime were operated by horses attached to draw bars which rotated a vertical driving shaft. In later years this type of threshing machine has been superseded by a more modern one propelled by a small gas or oil engine. Much of the plowing is done by the old, hand guided plow, in fact a farm worker would find it hard to believe that he could enjoy a seat upon the type of plow seen in Western Canada. Gang plows are very little in

The Only Original

Peters Pump



YOU!

Mr. Dealer—
YOU can make
MORE profits—
sell MORE
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the GOOD
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.

WAWANESA MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris and World's Fair.

MANUFACTURED BY FRAZER LUBRICATOR CO.,

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

evidence and the only type of tractor plowing done is by means of two steam tractors that operate from different sides of a field. These tractors are equipped with large drums on which are wound wire cables. By means of these rotating cables a plow of about four bottoms is dragged across the field. It must be noted that the depth of furrow in the United Kingdom is considerably greater than what we are accustomed to in Canada. Artificial manures are used greatly and many dealers do a large business in the selling of phosphates and guano. Much of the manure spreading is done by hand. The American buggy is seen a good deal only the average farmer usually drives in a high wheeled "dog-cart", although many of the more wealthy have now got automobiles. Hay baling is not done to any great extent, the majority of farmers cut their hay and store it in a large stack for use as required. The implement dealer usually has a thriving hardware connection in the town where he is located, in fact the hardware trade is the most important side of his business in the vast majority of cases. A dealer in Great Britain has to give little credit as the farmer usually pays cash or at most settles the account within three months. The British farmer stores his grain in a stack yard in sheaf form and threshing out the whole crop is very rare. Threshing is usually actuated by the condition of the grain market and the prices given at that date.

Owing to the light hay crop and poor grazing due to drought during the last summer, dairy-men suffered heavy losses, and graziers and feeders were put to a considerable expense for feed stuffs. Seemingly the root crops suffered from lack of moisture as the season advanced and in some districts the turnip crop was a complete failure. The grain crops were naturally affected by the unusual dryness of the summer and the yields were correspondingly light, and a great dearth of straw was experienced by the farmers. The potato being a sun plant stood the heat better than did the cereals, the crop being good throughout the United Kingdom.

There is an average demand for American agricultural machinery, such as binders, mowers, chilled plows and cultivators. Profits are much narrowed by the sharp competition of British manufacturers. The

prices of English binders are somewhat lower than for the American make, and as the English makers sell directly to farmers only the superiority of the leading American machines enabled dealers to hold their usual share of the trade. In horserakes, cultivators, and plows the business is well maintained, considering the restricted market. Any expansion of the agricultural implement trade in that country must be slow, for it can only be brought about by the gradual breaking up of great estates.

A tigress robb'd of young, a lioness,
Or any interesting beast of prey,
Are similies at hand for the distress
Of ladies who cannot have their way.

Oil and Evolution.

Not very many years ago Colonel Drake discovered petroleum in Pennsylvania in the United States. Since then it has been discovered not only in Pennsylvania, but in Ohio, Indiana, Illinois, Missouri, Kansas, Oklahoma, Texas, and several other States.

Competent engineers say that the state of California alone has got enough petroleum to supply the total requirements of the United States for one hundred years to come.

We of Western Canada are well aware how there are vast supplies of oil practically untapped in our far-flung territories, a supply that should prove to be one of the largest in the world.

Alaska, China, Tierra del Fuego, South America, Mexico, Russia—all have vast supplies of oil. Wood, as a fuel is now practically out of the question. Coal is heavy, cumbersome and often scarce. Gas is difficult to transport and has many other limitations. Gasoline is volatile, is affected by temperature, and has attendant risk most of the time. In comparison with the latter kerosene has the advantages of being cheaper and more easily obtained. Dynamite has a wonderful power for destruction, but a mushroom can lift just as much as the same weight of dynamite, provided you give it time. The comparison between gasoline and kerosene brings the fact to your



THE BIG FOUR "30" means the dawning of a new day for the farmer, a new era of efficiency, prosperity, success. It means freedom from the expense, trouble, limitations of horse traction and hired help. It means that he can do his work better, quicker, and cheaper, and do it when soil and weather conditions are just right. THE BIG FOUR "30" almost entirely eliminates the element of chance which until its advent made farming so uncertain. It places agriculture upon a scientific business basis.

To-day, all over the world, THE BIG FOUR "30" is revolutionizing agriculture. Its success is built upon a solid foundation of results produced—of good, honest work in the field, well and faithfully done. THE BIG FOUR "30" was the first four-cylinder farm tractor built, and it has been first ever since. It has a long record of results behind it, and records of results produced—cold, hard facts and figures—mean more to the farmer than theories of mechanical construction. The farmer is more interested in what other farmers have actually done with a tractor than he is in what anybody thinks it will do. The farmer who invests his money in THE BIG FOUR "30" buys a certainty—not a probability.

For instance, reports sent in by fifty-eight enthusiastic BIG FOUR "30" OWNERS show that during the season of 1911 these fifty-eight BIG FOUR "30s" broke and plowed 82,155 acres—an average of over 1,441 acres for each engine—and disced and drilled 57,233 acres—over 2,201 acres for each engine. Exclusive of harvesting and threshing, these fifty-eight engines did 139,388 acres of farm work—an average of 2,403 acres for each engine. Were the lighter work of harvesting and threshing included, these figures would be practically doubled—and these are only fifty-eight out of the thousands of BIG FOUR "30s" at work all over the world.

Every farmer knows the secret of THE BIG FOUR "30's" wonderful success. It is found in THE BIG FOUR "30" itself. It is not built to fit a price. It is made just as good as it is possible to make it, out of the very best

materials which it is possible to buy and by the most skilful labor. It is designed and built throughout for the maximum efficiency, and that is the secret of its success in North America and throughout the world. Its excellence of design and construction, the superiority of its materials and workmanship, its wonderful economy and efficiency with all fuels, its simplicity of construction and operation, and its many valuable exclusive features are instantly perceived by the farmer, who knows better than anyone else just what a tractor must be able to do for him.

Add to all this mechanical excellence and long records of good work done, the fact that THE BIG FOUR "30" is sold absolutely on approval, and you begin to understand why the largest four-cylinder farm tractor factories in the world, working night and day, cannot turn them out fast enough. The farmer does not pay a cent for THE BIG FOUR "30" until he has given it a thorough trial on his own farm and satisfied himself that it will do all that is claimed for it. Your signature on an order for THE BIG FOUR "30" is merely an expression of your willingness to give it a thorough trial with your customers.

If you are not already familiar with THE BIG FOUR "30" write NOW for THE BIG FOUR "30" BOOK—tells you all about it—free. Upon request we will send you a copy of an interesting booklet which sets forth the reasons why THE BIG FOUR "30" did not enter the Winnipeg Motor Competition this year.

EMERSON-BRANTINGHAM CO., GAS TRACTION DIVISION.

First and Largest Builder in the world of Four-Cylinder Farm Tractors.

Market and Princess Streets, Winnipeg, Man.

General Office: Rockford, Ill., U.S.A.
Factories: Winnipeg and Minneapolis.

mind that the former is scarcely so valuable for purposes of power as kerosene, unless you want a quicker explosion and wish more speed. It is the comparison between the heavy draft horse and the slim race horse, strength versus speed. To thresh the steam engine does not adapt itself to western needs. Like an army it has to have a large commissariat. Teams must go along with it to haul its coal and water, and consider this when, oftentimes, the threshing is far from either of these commodities. Obviously, gasoline or kerosene as a power producer are better than coal or other solid fuels for this purpose. It seems that when humanity really wants something pretty badly it usually succeeds in getting it. We used to read by the light of a pine torch. Then we had the tallow dip; and then we had whale oil. Finally we found petroleum and by its power we rotate an engine, and, behold! we generate electric light. The most economical fuel in use today is kerosene. When our kerosene resources go done, we still have alcohol left, because science has shown us how we can produce alcohol so long as the sun shines and vegetation grows.

Therefore, we have made tractor engines and behind them we attach eight or ten plows. Behind the plows comes a disk harrow covering the same width of breakage as the gang plows. Behind the disk comes the drill sowing the seeds, again following it, are the smoothing harrows. By a power extracted from the earth we fructify the earth, by the means of nature we aid nature to further effort, by applied mechanics we till the waste places of the earth and make smile with golden grain the drab face of the prairie.

For Inventive Dealers.

The Great Western Sugar Company of Denver, Col., has offered \$10,000 for the complete solution of a practical sugar beet puller and topper.

We append the necessary rules and restrictions for the benefit of implement men in whose cranium the inventive bug vibrates in giddy longing for application.

1. The motive power required for different soil and weather conditions must not be excessive, that is, not to exceed four horses per beet row if animal power is used.

2. The device must pull and top all the beets and separate beets and tops and leave beets and tops convenient to load. It is especially understood that the work may be done by two machines, of which one does the topping, the other one the pulling, or vice versa, although a combined machine is preferred. The pulling and topping must be done in a satisfactory manner.

3. The steering and turning of the machine or machines must be easy and practical. The beet puller and topper must be adjustable for rows spaced from 16 to 20 inches apart.

4. The operation must be such that damage to the beets or tops will be avoided as much as possible.

5. The machines must fulfill the above conditions regardless of the size of either beets or foliage, and be practical in the varying types of beet lands.

6. The machines must be durable and reasonably simple, and the different parts easily replaced.

7. The selling price of the machine or machines to the public by the local dealer, whether combined or otherwise, shall not exceed \$300 if the motive power is animal power, and shall not exceed \$500 if self-propelled.

8. The committee of judges shall have the right to alter, modify, or set aside the above specifications, in their discretion.

Entries may be accepted up to March, 1915, but the company reserves the right to make an award sooner if a satisfactory solution is submitted.

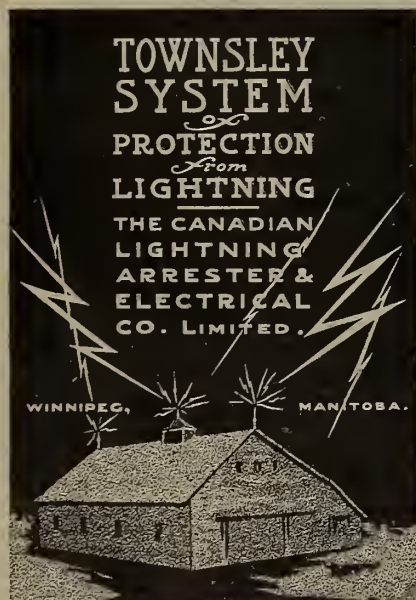
Aluminum as a Line.

Time was when aluminum was regarded as a very chancy commodity to handle. That era has now passed, and the hardware dealer can safely stock aluminum ware with the certainty that it will prove a good selling line. The housewife knows something about the high price of aluminum, she expects to be asked a good price for it—but she is getting to know that it is the cheapest in the end. The dealer is entitled to a good, healthy profit, inasmuch as, when he sells an aluminum saucepan he is not going to have that customer in the following week buying another. That might be the case in tin ware or in enamelled goods. A good assortment of aluminum ware is a credit to a hardware store, since it shows

that the dealer is keeping up to date in his supplies. It makes an effective show and window display in the store with its bright surface, and causes comment, for, whenever the average individual sees the word aluminum they forthwith proceed to handle the article so as to assure themselves of the lightness of the metal. Goods handled lead to goods sold. The dealer is dubious in taking even a small order of these goods, but once he does and gets his first lady customer, the salesman can confidently look for repeat orders. The eternal feminine likes the goods and, in the wholesale way of womankind, wants a complete set if she can afford them. Points the dealer wants to impress on the fair flutterers in aluminum are that the outside or polished surface of the ware can be kept bright by any kind of metal polish. The inside of the utensil ordinarily can be kept in good condition by the use of soap and hot water. Aluminum, the metal, does not discolor. The apparent blemishes on the surface are usually due to the fact that a deposit—mostly of iron, has been made in the inside by water or food. Such discoloration is harmless and may be removed by the boiling in the vessel of green fruits, particularly rhubarb. If food or grease is badly burned into the surface, pour hot water into the utensil, cover, boil hard for five minutes and then scrape with a wooden spoon, clothes-pin or vegetable brush. If by long neglect or accident the vessel is covered with burned grease, or becomes dark, it can easily be cleaned by using a solution of four tablespoonfuls of oxalic acid crystals to a gallon of water. Allow solution to remain in utensil overnight. Beyond all, the hardware salesman must caution the customer against using soda, ashes, lye, ammonia, or any washing powder or soap containing alkali in large percentage. Such cleaning factors will discolor and injure the aluminum.

Aluminum stores an immense amount of heat in its surface, therefore, in cooking, a large amount of heat should be applied so as to impregnate the pan. Thereafter, the flame can be turned down one-half, or, if the utensil is on a range, place on cover, or move back a little on the stove.

If you worry, your wife thinks you're foolish. If you don't, she thinks you lack a proper sense of your responsibilities.



The System that Controls the Elements

A man does not require to be a student of electricity to realise the awesome power of atmospheric electric discharges. The sturdy oak tree is splintered into matchwood, the unprotected barn or dwelling house is swathed in flames; property, life itself is in jeopardy. The inhabitants of Western Canada realize this, and from them the dealer can readily make large profits by handling the greatest known medium for the defiance of lightning—the Townsley Lightning Arresting System.

Our system is extensively advertised; it has proved its potency as a factor for protecting life and property.

Our travellers are at present covering the West, and are daily sending us in contracts. They may not have visited your territory—you may not be aware of the profits which are made possible by handling our system.

We are still unrepresented in a few districts, and dealers therein should write for our terms and contract. If they do not they are losing money.

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.

Oliver. Plow Logic

When a farmer comes to you to buy a plow, he either knows the kind of plow he wants, or he does not know. If he does know, you can sell him an **Oliver plow** because **Oliver** makes every type of plow and makes it right. Your customer is sure to find the plow he wants in the **Oliver line**. If the farmer does not know, you can sell him an **Oliver plow** because it is easy to show that **Oliver** plows do better work, more of it, and for a longer time than any other plow.



Whether the plow-seeking farmer knows or not, the best thing you can do for him is to sell him an **Oliver plow**, because that is the sure way to sell him a satisfactory plow and that is the kind of plow every farmer is looking for.

Every plow selling reason or argument there is applies with increased force to **Oliver** plows, tractor gang or horse-drawn, sulky, gang or walking.

If you are not selling Canadian made **Oliver** plows, ask the blockman to show you some of the reasons why you should. Fifty-seven years experience in good plow building is at your command. Write the nearest branch house and get full particulars.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.;
Winnipeg, Man.; Yorkton, Sask.

"Which Tractor Shall I Buy?"

There are few Canadian farmers who are not sold on the tractor. The question now uppermost in the farmer's mind seems to be "Which tractor shall I buy?"

When you have an **I H C Tractor** contract you can let the machine itself answer any question your patron asks of you. Does he insist on simplicity? Show him the tractor. Does he demand economy? Show him its records in fuel tests and in plowing contests. Dependability? Refer him to the long non-stop runs or to the day-after-day work of the **I H C Tractors** at rush times. He will want a durable tractor; one whose repair bills are



light. Any man who has owned an **I H C Tractor** for a year or more can give convincing evidence on that point.

By taking advantage of the records made and being made by **I H C Tractors** your sales will come easy and will grow steadily. Now is the time to secure an **I H C Tractor** contract and plan your selling campaign. Depend upon us for any necessary assistance.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Long-Stroke "32" Touring Car, \$1000
F.O.B. Windsor, including equipment of windshield, gas lamps, and generator, oil lamps, tools and horn. Three speeds forward and reverse; centre control; sliding gears. Four cylinder motor, 3 1/4 in. bore and 5 1/2 in. stroke. Bosch magneto. 106-in. wheelbase, 32 x 3 1/2 in. tires. Color, Standard Hupmobile Blue.

The "32" is \$1,150 at Winnipeg, with top added, making it complete.

The **PAIGE-DETROIT**, one of the best medium priced automobiles, is included in our 1913 list of cars—for which we control the three Provinces—also the **FIRESTONE-COLUMBUS**, a swell, high-class motor car, none better.

The above three lines constitute the best Agency Proposition offered the Canadian trade. Contracts are being closed as speedily as we can cover the ground. Write for our Agency Proposition.

JOSEPH MAW & CO., LIMITED,
WINNIPEG, CANADA

Standard 20 H.P. Runabout, \$850.
F.O.B. Windsor, with same power plant that took the world-touring car around the world—4 cylinders, 20 H.P., sliding gears, Bosch magneto. Equipped with top, windshield, gas lamps and generator, oil lamps, tools and horn. Roadster, 110-inch wheelbase, \$950.

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED.

GENERAL AGENTS:

Winnipeg, Man.
Brandon, Man.

Regina, Sask.
Saskatoon, Sask.

Edmonton, Alta.
Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

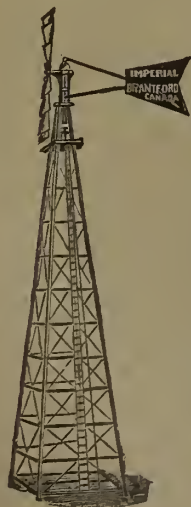
If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

"Ideal" Portable Threshing Engine

DEALERS:—Here is a threshing engine that you can sell with every expectation of buyers thanking you afterwards. Made in three sizes, 28, 35, and 45 H.P. The engine is identically the same as that in our 1912 "IDEAL" Tractor, which won the silver medal at the Winnipeg Tests this summer. Design, construction, cooling system, ignition, everything of the best. Order early and be prepared for big trade when trade is good.



"Imperial"
Pumping -
Windmill -

Made with abundant strength, smooth-running, and self oiling. Every mill passes rigid tests before being shipped. We have more windmills in use all over Canada than our combined competitors. If that is the kind of mill you want to sell, write for our proposition.



"Maple Leaf"
Grain Grinder

The most efficient, most reasonably priced, and most widely known grinder in the Dominion. All wearing parts lathe-turned, hopper of ample capacity, design makes it very light on power. Buyers are most enthusiastic over this grinder. Made in six sizes, 6, 8, 10, 11, 13 and 15 inches.

Goold, Shapley & Muir Co., Ltd.
Brantford **WINNIPEG** **Calgary**

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 10.

WINNIPEG, CANADA, OCTOBER, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Ret and Undivided Profits 3,175,000
Total Assets, over 63,000,000

Hon. President—HON. JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

WM. PRICE

R. T. RILEY

Directors

W. R. ALLAN

S. BARKER, M.P.

M. BULL

LIEUT.-COL. J. CARSON

E. L. DREWRY

E. E. A. DU VERNET, K.C.

G. H. BALFOUR, General Manager

H. B. SHAW, Assistant General Manager

F. W. S. CRISPO, Superintendent of Branches

London, Eng., Branch, 51, Threadneedle Street, E.C.

S. HAAS

F. E. KENASTON

G. P. REID

G. H. THOMSON

W. SHAW

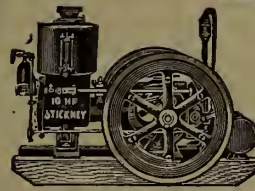
Head Office, Winnipeg

This Bank, having over 270 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M 11

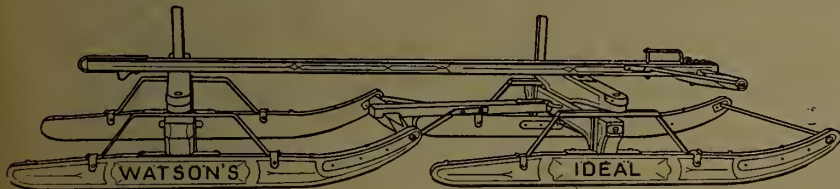


Always On the Job

When you buy a Stickney Engine from us, you know that we are always on the job. Our representative to assist you in closing a deal and the Stickney giving your customer Stickney satisfaction after the engine is sold. This is the combination that has built up the immense trade on the Stickney Engine.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Watson's Ideal Sleighs



Strong:—More and heavier steel is used for rods, braces, raves, etc., than on other makes.
Durable:—Only the best seasoned and straight-grained wood is used for runners, benches, poles, etc.

Cast Shoes:—Of a special patented design of our own, greatly superior to any other.
Well Finished:—Painting, striping, varnishing done thoroughly and attractively.

Light Running:—Runners are shaped so that the point of contact is directly under bench. They will ride on top of road. No skidding. Having patent trussed bench—will not sag or break.

Shipments made from Factory: Winnipeg, Brandon, Saskatoon, Regina, and Calgary.

Made in all sizes, steel and cast shoeing. Note the trussed bench, an exclusive feature on the Watson Sleigh. They are made of first class material throughout and are heavily ironed.

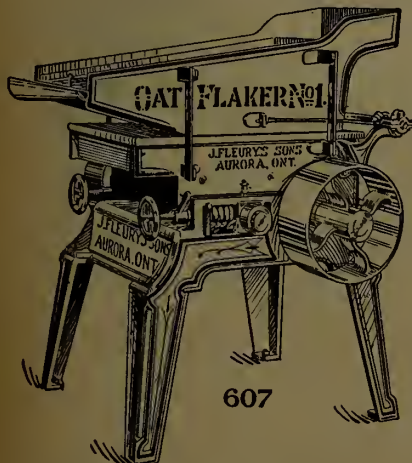
Light Sleighs for One or Two Horses.

All Styles of Heider Eveners.

THE MOST PROFITABLE LINE YOU CAN HANDLE.
WRITE FOR FULL PARTICULARS AND TERMS.

John Watson Mfg. Co.
LIMITED

COR. CHAMBERS ST. AND HENRY AVE., WINNIPEG.



Oat Flaker, No. 1.

THIS MACHINE has two rollers 9½ in. diameter x 18 in. in length, with corrugations cut for "CRIMPING" or "FLAKING" oats. It is also provided with SCREENS for removing straw, stones, sand, dirt and other foreign matter. Designed for CUSTOM WORK.

Hamilton, May 1st, 1912.

"I enclose check covering cash payment on Oat Flaker.

I must say I am very highly pleased with this machine, and have had no trouble with it whatever. It cleans the oats and does its work very satisfactorily. In fact I consider it superior to any I have ever seen. It is all and more than you represent it to be."

(Signed) WILLIAM BARNES.

JOHN DEERE PLOW CO. LTD.

Sole Agents

WINNIPEG, REGINA, CALGARY,

EDMONTON, SASKATOON,

LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas, World's Fairs,
Chicago and Paris.

Trade Getters

"Ideal" Iron Pumps.

Double Cylinders, solid brass galvanized head, easy, fast pumps.

"Florence" Wood Pumps.

Tennessee Poplar, best on earth for shallow wells.

Power Outfits for Blacksmiths.

We are leaders in this line. Can supply outfit complete, including the "LITTLE GIANT" Trip Hammer.

Has your local blacksmith a power outfit? If not, better see him about it, and write us.

A post-card will bring full information and prices.

MELOTTE CREAM SEPARATOR CO., Ltd.

Box 3006

WINNIPEG



Single Disk Bearing--
Oiling Device

McCormick Drills Combine Strength and Simplicity

Here is a point for dealers to bear in mind. No matter how fore-handed a farmer may be, there is always a chance of something happening to prevent him from preparing his seed bed as well as he would like. That is the time when a McCormick Drill is appreciated.

Besides containing all the good points of other drills, the McCormick Disk Drill has a strength and simplicity all its own. These features enable it to go into an unprepared field, pulverize the soil and plant the seed so that it has a favorable chance to grow, without undue strain or racking of the drill.

Every late planting season increases the number of McCormick Drills in use, and increases the profit of the McCormick local agent. If you want to study the "reasons why" write the nearest branch house for McCormick Drill information.

WESTERN CANADIAN BRANCHES

International Harvester Company of America

(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.;
Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton Sask.



Seed falls into deepest
part of furrow

The Name Tells a
True Story.

SUPERIOR

The Name Tells a
True Story.

Disc Harrow and Cultivator on Wheels.

Perfect Cultivation.

Easy to Operate.

Rides on its own Wheels.

All Discs Independent.

Practically ALL Steel.

MADE IN SIX SIZES:

8 Discs, for 2 Horses

10 Discs, for 2 Horses

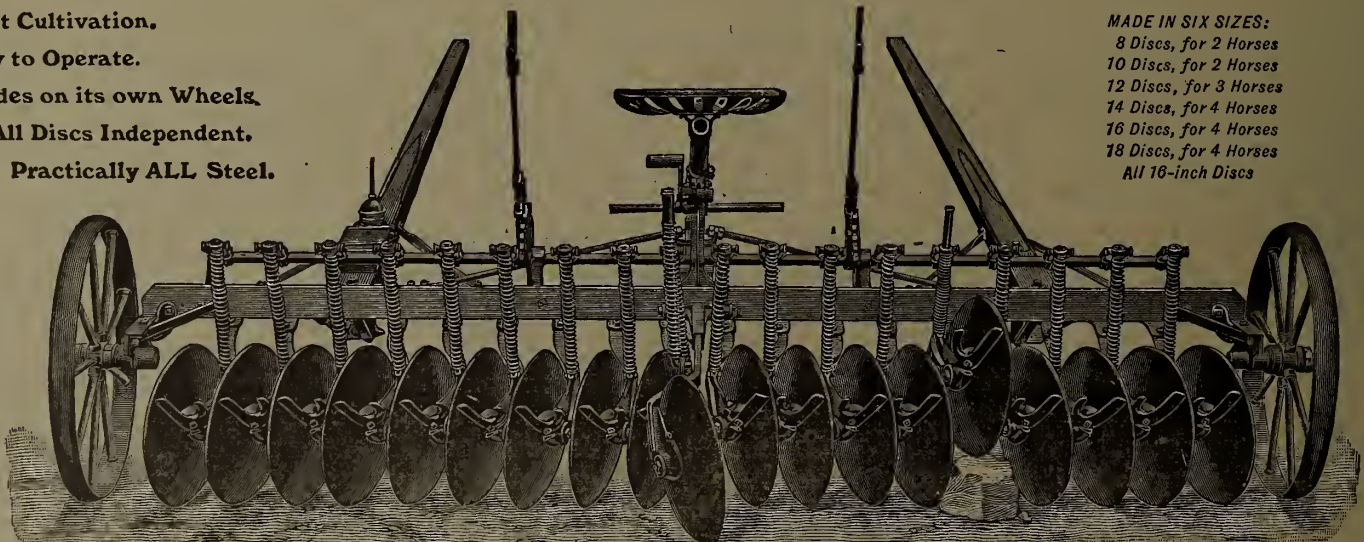
12 Discs, for 3 Horses

14 Discs, for 4 Horses

16 Discs, for 4 Horses

18 Discs, for 4 Horses

All 16-inch Discs



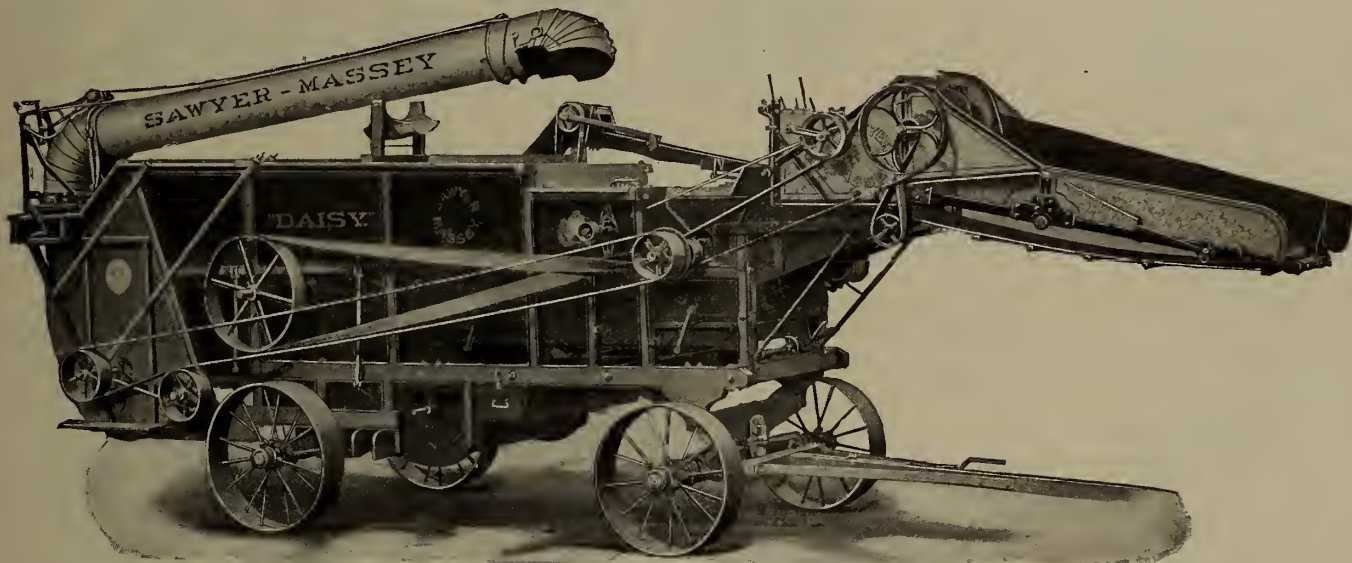
REAR VIEW 18-DISC SUPERIOR DISC HARROW ON WHEELS.

If you want the Agency for the Best Harrow in the World, write NOW for Catalogue and Prices.

The American Seeding-Machine Co., Incorporated,
King and James Sts. Winnipeg Man.

CANADIAN Power Farming MACHINERY For Quick Delivery

Sawyer-Massey Premier Line of Steam Engines, Gasoline Tractors, Separators, Graders and Road Machinery, Tanks and Truck Supplies.



SHE'S A "DAISY"

Sawyer-Massey Canadian Made "Daisy" Separators, as their name implies, are "Daisies" when it comes to handling all kinds and conditions of grain. Absence of complicated rotary mechanism makes her a good flax thresher, for the less inside shafting, and revolving beaters, forks and drums, the less trouble with flax straw winding up on these bearings. The "Daisy" method of separation provides for the very finest of adjustments of the cleaning fan, allowing the absolutely perfect regulation of the amount of air used, and where it is placed. Few belts mean less power to run, less vibration, easy to look after and take care of. Made in sizes suitable for use with 15 h. p. gasoline engines and up. Immediate delivery.

Grab off some business before snow flies. It is easy to sell
SAWYER-MASSEY "Made in Canada" Machinery.

Sawyer-Massey Co., Limited

Manufacturers of Canadian Power Farming Machinery

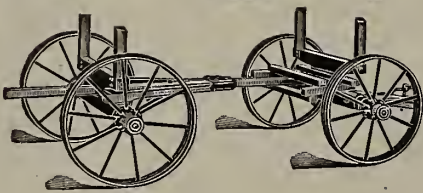
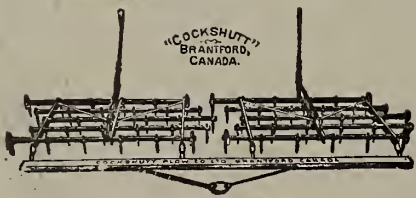
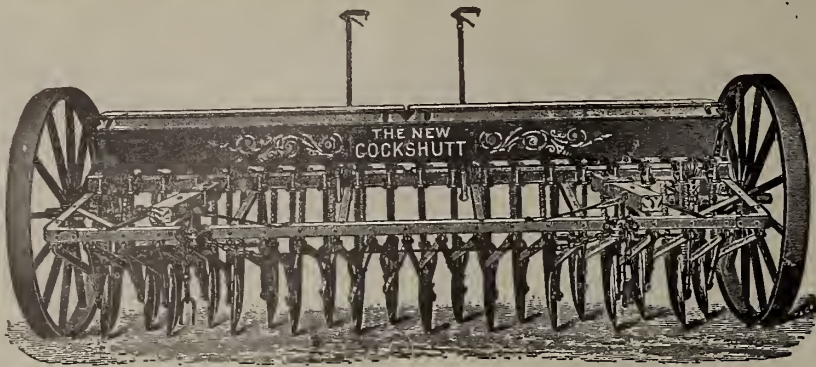
Factories:

HAMILTON, Ont.

Western Branches:

REGINA, Sask.

WINNIPEG, Man.



Add to your Profits BE A COCKSHUTT

It has always been the Cockshutt law that *any* implement to bear the Cockshutt name shall be the *best*, the *most efficient* of its kind. On this rests wholly the ever growing magnitude of the Cockshutt works, the long history of inventive achievement, efficiency and progressiveness. *Any* implement bearing the Cockshutt name is so constructed that it will stand the test of years.

If you want to add to your profits and increase your business, it is getting to be an easier proposition every day.

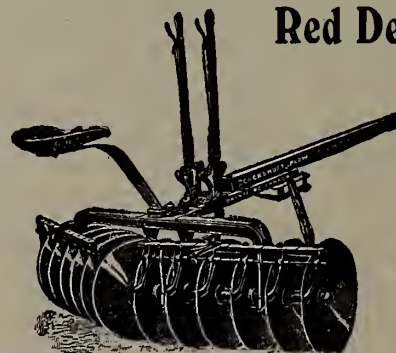
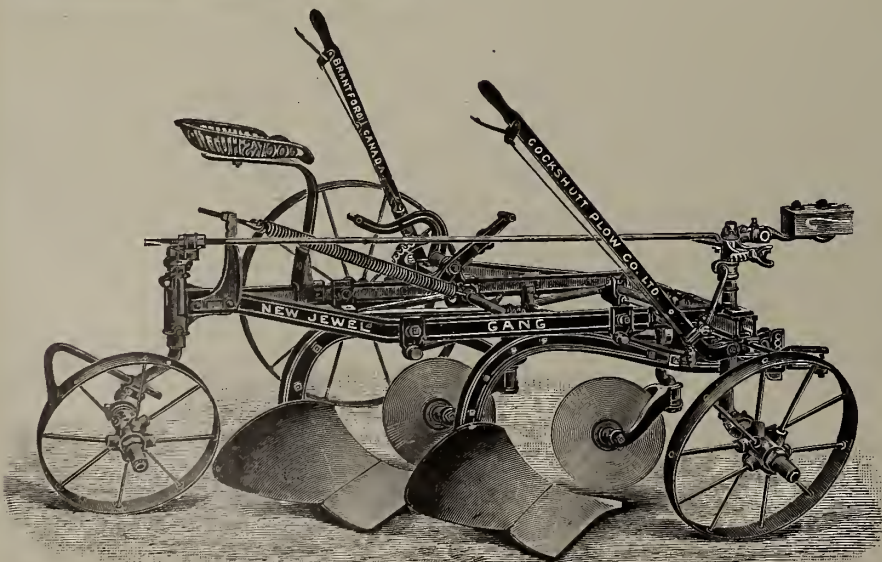
Cockshutt Plows

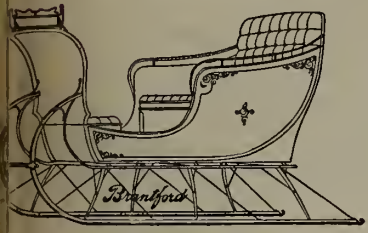
BR

Winnipeg, Regina

DISTRIBUTION

Red Deer, Lethbridge, Edmonton





Expand your Business BUTT DEALER!

It goes without saying that *any* implement must possess exceptional merit to continually satisfy a multitude of people for nearly three-quarters of a century as have the **Frost & Wood** Implements, for which we are sole Western Agents.

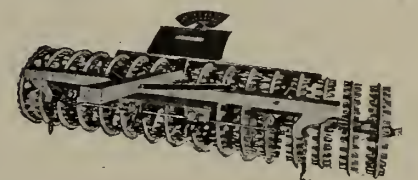
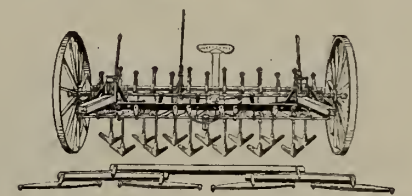
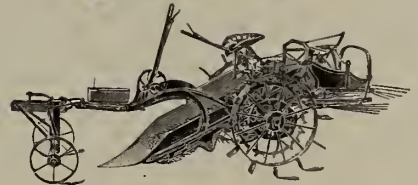
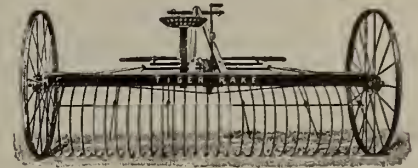
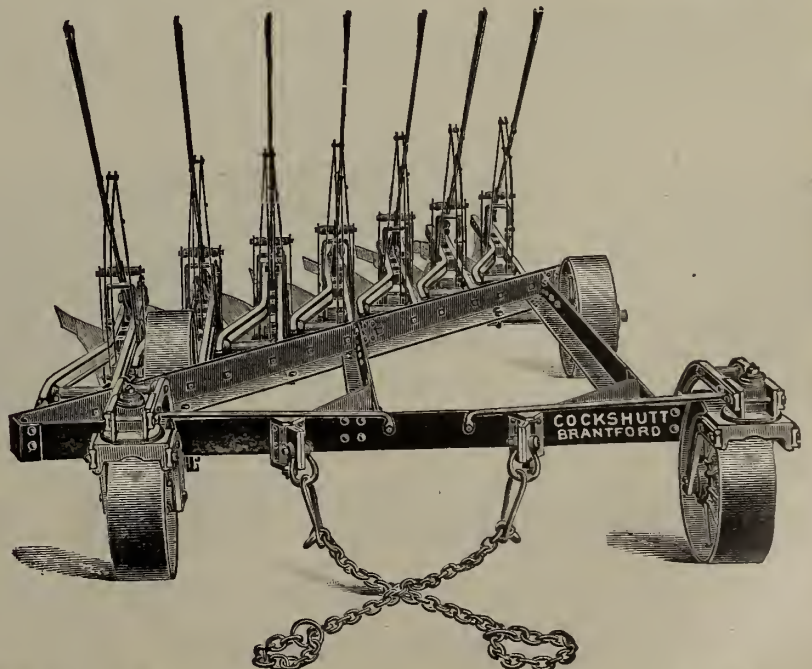
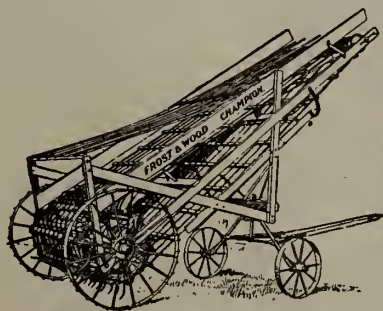
These Implements are known to farmers from coast to coast, and have been tried out under all conditions in everyday use. The enormous growth of the Frost & Wood business is substantial proof of the merits of their output.

Business, become a Cockshutt Dealer. Selling our line
r. Write us to-day—before others do.

Company, Limited

ES:
Calgary, Saskatoon

REHOUSES:
London, Portage la Prairie

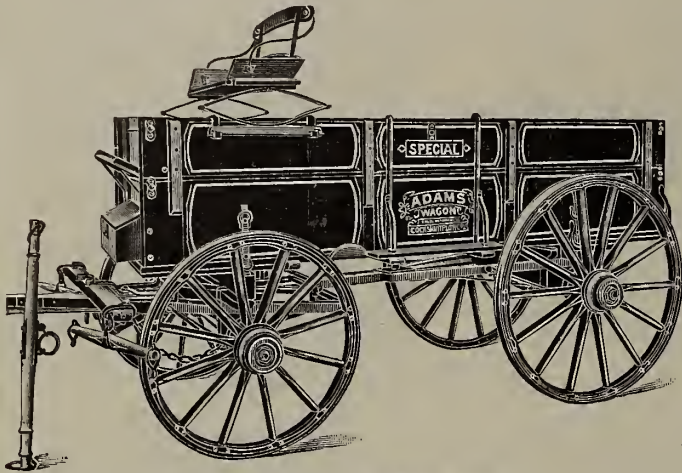


What many thousands KNOW, YOU can believe!

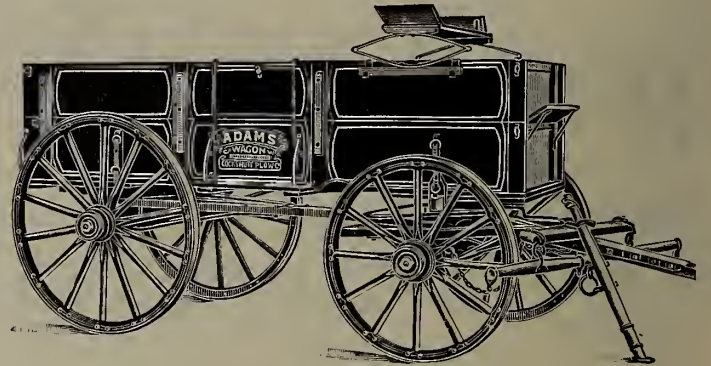
There is **CONVICTION** back of everything we manufacture, and of everything we handle. And the weight of this conviction is a tremendous resource to every Cockshutt Dealer;—for there are thousands of farmers in this country who **KNOW** that the Cockshutt line represents **THE BEST**. Their fathers knew it for years before them, and today an army of people will tell you that **ANYTHING** bearing the Cockshutt name, and that **ANYTHING** handled by the Cockshutt organization, is the **BEST THE MARKET AFFORDS**.

If you are not a Cockshutt Dealer, become one. Write us **TODAY**.

Adams' Wagons



ADAMS' SPECIAL



ADAMS' STANDARD

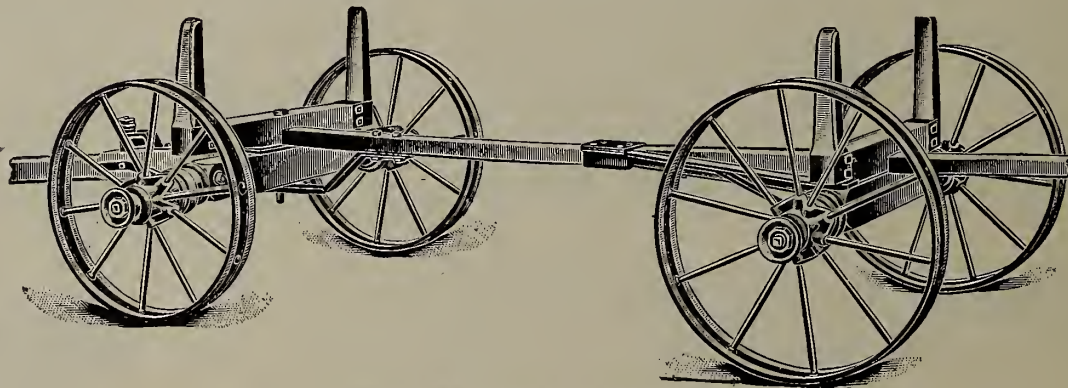
The durability of Adams' Wagons, their modern construction and complete adaptation for the purpose they are intended, are well known to Western farmers. A thorough explanation to the prospective customer of the many superiorities of Adams' Wagons never fails to sell.

They are made specially for us, and are warranted by us. We know from actual inspection during manufacture that nothing but the very best selected wood-stock, thoroughly seasoned, goes into their construction.

Light running, well finished, of attractive appearance, thoroughly tested and tried by thousands of satisfied users.

Metal Wheel Trucks

TRUCKS
that give
SATISFACTION
to every
user



THE "DANDY" METAL WHEEL TRUCK

TRUCKS
that bring
NEW BUSINESS
to every
seller

We carry the largest and most complete line of Metal Wheel Trucks to be found in Western Canada. You are missing a good thing if you do not handle these trucks;—the wisdom of the Dealer who sells no other will not be long in becoming apparent.

In addition to Adams' Wagons and Metal Wheel Trucks we have Mountain Wagons, Heavy Teaming Gears, a full line of Lorries, Dumpcarts, etc.

"Perfection" Grain Tank

Grain tight
Flax tight
Special Tie Bolts
Automatic Lock
End Gate
Anti-Spill Board



Many Dealers carry the "**PERFECTION**" Grain Tank exclusively. They are proud to tell the Farmers so, and they find it **PAYS**. The flaring sides on the "**PERFECTION**" come out wider than on any other tank on the market. This brings the load closer to the wagon and prevents it from being top-heavy. The flared sides are braced with woodknees, re-inforced by $1\frac{1}{2}$ -inch heavy steel braces, making a strong, stiff, light, and perfectly tight tank.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 10

WINNIPEG, CANADA, OCTOBER, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

Goodwill, in a Business Sense.

The term "goodwill" is often applied in the business world, especially in regard to the changing hands of a business concern. Precisely what is meant by the term depends a good deal on the nature of the business.

One definition of this word is: "Every advantage—every positive advantage, as contrasted with the negative advantage of the late owner not carrying on the business himself—that has been acquired by the old firm in carrying on its business, whether connected with the premises in which the business was previously carried on, or with the name of the late firm, or with any other matter carrying with it the benefit of the business."

The word "firm," like many words in the business world, is derived from an Italian word which simply means "signature." The name of a firm is a very important part of the goodwill of the business carried on by the firm, according to an expert view voiced in the Magazine of Commerce.

A person may say, "I have always bought good articles at such a house of business; I know it by that name, and I send to the house of business identified by that name, for that purpose."

When the individual is parting with the goodwill of a business, it means parting with all that good disposition which customers entertain towards the house of business identified by the particular name or firm, and which may induce them to continue giving their custom to it.

Although a person may set up a similar business, he is not entitled, when he has sold the goodwill of a business, to represent that he is continuing the identical business. Such person cannot say, "I am the owner of that which I have sold," for it really

comes to nothing less than that. In the sale of a goodwill or business, no covenant is implied, however, that the seller will not start a new business in opposition to the purchaser of the old business.

A learned judge has said: "Attracting customers to the business is a matter connected with the carrying of it on. It is the formation of that connection which has made the value of the thing that the late firm sold, and they really had nothing else to sell in the shape of goodwill." He continued, "Is it to be supposed that they did not sell that personal connection when they sold the trade or business and the goodwill thereof?"

It is the connection thus formed, together with the circumstances, whether of habit or otherwise, which tend to make it permanent, that constitute the goodwill of a business.

In the case where a partnership has expired by effluxion of time, and the goodwill of the business has to be valued, there is no obligation upon any of the partners to restrain them from carrying on the same trade, should they so desire. All that can be valued is the chance of customers adhering to the old establishment, notwithstanding that the previous partners, severally or conjointly, carry on a similar business elsewhere. In such a case it might be expedient to warn purchasers that though the goodwill of the partnership business had been sold, one or more of the partners intended to conduct a business, handling a similar line of goods, in the same town.

The seller of a business and its goodwill to another person cannot solicit the old customers. A person who had been a member of the firm to which he pre-

viously belonged could not take advantage of the connection antecedently formed by his old firm, and of the knowledge of that connection which he had previously acquired—that is to say, he could not take away that which constituted the goodwill from the persons to whom it had been sold, and restore it to himself.

In connection with a famous law suit on just such a point, Lord Macnaghten said, in a speech in the British House of Lords:

"He (the seller) may do everything that a stranger to the business, in the ordinary course, would be in a position to do. He may set up where he will. He may push his wares as much as he pleases. He may thus interfere with the custom of his neighbor as a stranger and an outsider might do; but he must not, I think, avail himself of his special knowledge of the old customers to regain, without consideration, that which he has parted with for value."

The Benefit of Associations.

The spread of the co-operative movement throughout Canada is productive of many stories wherein a farmer is found to have done exceptionally well owing to his membership in a co-operative association, while non-members have been forced to accept smaller prices for the same produce.

Dan Johnston is president of the Ontario Fruit Growers' Association, and is located near the town of Forest, in Lambton Co., Ontario.

A woman in the Forest district was approached by a couple of apple-buyers to sell the crop of her ten-acre orchard. They told her of a slump in apple prices, and that by winter she could expect to hear of only 75c a barrel being paid in Toronto. Nevertheless, they were willing to buy

her crop for \$125 on the trees. The woman asked for a few hours in which to consider the offer, and this was reluctantly granted. In the interval she made a trip to Mr. Johnston and sought his advice. He told her not to sell, and the next day visited her orchard to put a value on the crop. Mr. Johnston estimated that she could obtain \$800 for it if she were but a member of the Forest Fruit Growers' Association. The woman was naturally anxious to join. Being interested in her case, Mr. Johnston negotiated with the officers of the association and had her enrolled as a member. The product of the woman's ten-acre orchard is now being picked and packed according to the association's rules, and she will receive the advantage of the association's higher prices. It was only ignorance of the co-operative idea that had prevented her from joining long before.

As in the fruit, so in the farm implement business. Co-operation is the keynote to success in any calling of life today. The voice of one man has only a certain carrying power, a certain radius of sound space.

The voice of a multitude increases that radius enormously. For a man to be a detached unit in any line of business today is a fatal mistake.

Trade unions have done much for tradesmen, else many trades would not command the wages they do. This was simply due to co-operation. It may be the idea of a man that he is a forceful and independent unit if he stands alone, but his logic is of the boomerang variety.

Alone he will have to fight his own battles, while his brother with an association behind him has all the help afforded by belonging to such an organization.

For the benefit of yourself, for the general advancement of the retail implement business, you should join—if you have not

done so already—the Interprovincial Retail Implement Dealers' Association.

You will never regret joining such an association, while you will benefit in many ways you do not at present think possible.

Chasing Trade in Australia.

When it comes to keen business methods, we cannot show much to the retailer of Sydney, Australia.

Strolling up George Street, the main thoroughfare of that city, you will find men outside every retail establishment, whose special business is to waylay the unwary passer-by, and, by hook or by crook, get him inside the store.

If you stop to look in a shop window, before you are there a few seconds, you will find an arm thrust into yours, and in a few plausible words you will be told that there is a curio or something else inside that he is most anxious to show you.

A Sydneyite would not pay any attention to this proceeding, but the visitor unaccustomed to big city ways—especially the ways of Sydney—accompanies his guide within, and if he leaves that store without making a purchase it is because he has not got money. These guides are infallible in marking out prospective victims, and seldom does this procedure of getting trade fail.

It would seem that the storekeepers of New South Wales cannot be shown much by either London or New York with regard to the pursuit of the subtle dollar.

How sweetly sounds the voice of a good woman! It is so seldom heard that, when it speaks, it ravishes all senses.

Making Agricultural Tools in Sheffield.

Sheffield has long been spoken of as synonymous with steel and steel construction, and although in the past the making of farm tools was not carried on to any great extent in that English city, at the present day this branch of steel work is one of the most important in the steel metropolis of Yorkshire.

The making of agricultural machinery, such as plows, harrows, reaping and mowing machines, is spread generally all over England, but wherever such factories are, they are dependent upon Sheffield for their steel supply and for the steel work of their component parts. In making parts for the larger agricultural machines and in making small tools, Sheffield may be said to specialize, according to a special report in Australasian Hardware and Machinery.

The Bessemer and Siemens-Martin processes of steel manufacture have enabled makers to produce steel in quantities which would be utterly impossible by the crucible process, but, though steel made by either of these processes may be used, and in fact is used, for the making of cutting tools for the best of these nothing but crucible steel is suitable. So it is, too, in the making of spades and forks. True, the steel used is not crucible steel, but the goods are forged or hammered, and it is a well-known fact that this hammering or forging gives to the finished article qualities of strength and durability impossible to obtain by any other process.

The necessary steel is cut from a solid bar, and after being heated is pressed into a shape, which makes it possible for the forger

to work it up. The roughly-shaped piece, or "mold," is again heated in a small furnace until it becomes workable. The forging is done under a steam hammer, and is carried out with such skill that as one watches the man at work it is possible to note the gradual expansion of the thick, roughly-shaped mold into the thinner, but more definitely-shaped and recognizable spade, which when it leaves the forge requires only to be trimmed at the edges and ground in order to make it the finished article. In the case of the forks, the mold is divided while hot, according to the number of prongs, and each prong is separately hammered or drawn to the required length and shape.

The alternative and cheaper method of production is that of rolling, and while the tools made by this process have practically the same appearance, they have neither the wear nor the strength of the forged article.

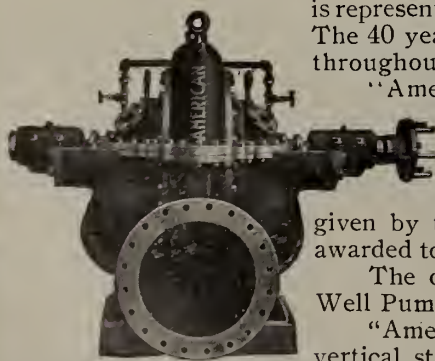
Coming to the manufacture of machine parts, we find new and progressive methods in practically all departments. Plowshares, moldboards, harrow discs, coulters, reaper sections and similar parts of agricultural machinery are made in an almost infinite variety of patterns, and for practically every market of the world. Plowshares are made, of course, in the shapes demanded by the particular machines for which they are intended, but beyond this change of shape there is little in their manufacture that is different from the old-time methods. Perhaps one or two makers now use steel of a different composition, but, on the other hand, some

of the oldest makers have never changed their material since they commenced the trade. In reaper sections, the most important improvement of recent years is undoubtedly that of tempering, which is now done by gas in such a way that every piece has the same degree of hardness at the cutting edge, and this edge is carried only so far into the body of the section, leaving the middle soft and tough to support the harder and more brittle working portion.

Plow mold-boards are exported from Sheffield in large quantities, completely finished and also in various stages of manufacture—such as flat black plates without holes, or with holes, bent plates with or without holes, but not ground, etc. Sheffield annually produces thousands of tons of "soft-center" plates for plow manufacture. The object of this form of plate is to give the hardest possible surface combined with a center of sufficient toughness to stand the bending to shape and the subsequent possible shocks in working. This is done by welding together steel and iron in the process of casting the metal ingots, so that when rolled into sheets there is a sheet of tough iron sandwiched between two sheets of steel. In spite of the three layers, the whole is practically homogeneous, and will never come apart. The side plates for plows are made of two layers, one of iron and one of steel. This necessarily leaves one side of the iron exposed, but gives far superior wearing qualities to the side plates.

Various the roads of life; in one
All terminates; one lonely way
We go; and "Is he gone"?
Is all our best friends say.

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

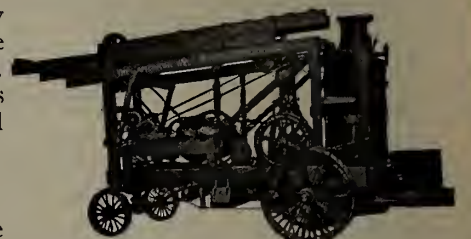
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



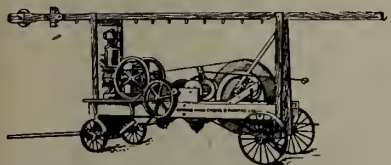
*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

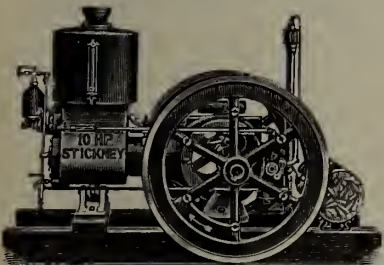
Deere & Webber Co., Minneapolis, Minn.
John Deere Plow Company, Moline, Illinois.
John Deere Plow Company, Omaha, Nebraska.
John Deere Plow Company, Sioux Falls, S. Dak.
John Deere Plow Company, Kansas City, Mo.
John Deere Plow Company, Oklahoma City, Okla.
John Deere Plow Company, Denver, Colorado.
John Deere Plow Company, St. Louis, Missouri.
John Deere Plow Company, New Orleans, Louisiana.
John Deere Plow Company, Nashville, Tenn.
John Deere Plow Company, Atlanta, Ga.
John Deere Plow Company, Dallas, Texas.
John Deere Plow Company, Portland, Ore.
John Deere Plow Company, Spokane, Wash.
John Deere Plow Company, Boise, Idaho.
John Deere Plow Company, San Francisco, Cal.
John Deere Plow Company, Indianapolis, Ind.
John Deere Plow Company, Columbus, Ohio.
John Deere Plow Company, Baltimore, Md.
John Deere Plow Company, Syracuse, N. Y.
John Deere Plow Company, Des Moines, Iowa.
John Deere Plow Company, Milwaukee, Wis.
John Deere Plow Company, Winnipeg, Man.
John Deere Plow Company, Ltd., Saskatoon, Sask.
John Deere Plow Company, Ltd., Regina, Sask.
John Deere Plow Company, Ltd., Calgary, Alta.
John Deere Plow Company, Ltd., Edmonton, Alta.
John Deere Plow Company, Ltd., Lethbridge, Alta.
John Deere Export Company, New York, N. Y.
Con. Wagon and Machine Co., Salt Lake City, Utah.
Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS

The "Ontario" Line for Big Profits



Chapman Well Drill. The best on earth.
Makes Wells any size or depth.



Stickney Engine. World famous.
1½ to 20 H.P.

Mr. Dealer: When you are "on the fence" as to your next move—when you are considering a change of line—when you have grown tired of the line of goods you are now handling and are looking around for something BETTER—THAT'S THE TIME WHEN YOU OWE IT TO YOURSELF TO LOOK INTO

The "Ontario" Line

and to investigate the "Ontario" method of Dealer and Manufacturers co-operation.

The "Ontario" Line under our new scheme is a line unsurpassed in up-to-date features and effectiveness in getting RESULTS.

It will pay you to let us send you particulars.

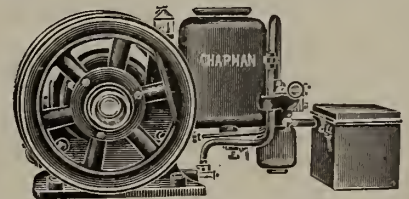
SOME OF OUR LEADERS:

The Famous line of Stickney & Chapman Gas Engines. Toro ito Grain Grinders. Airmotor and Canadian Pole Saws. Feed Cutters. Aylmer, Standard, Truck and Pitless Scales. Toronto Windmills. Pneumatic Pressure Tanks. Pumps, Tanks, Troughs, Pipe and Fittings, Everything in Water Supply for the farmer.

CHAPMAN WELL DRILLING AND DEMPSTER BORING MACHINERY AND CASING.

Ontario Wind Engine & Pump Co., Ltd.

WINNIPEG TORONTO CALGARY MONTREAL

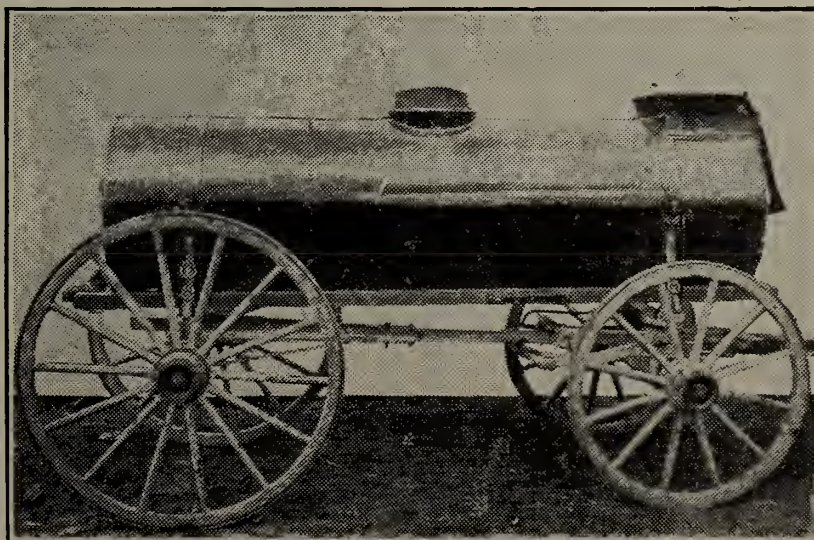


Chapman Gasoline Engine, the best 2
H.P. Engine ever produced.



Toronto Windmill. A fine seller every-
where.

Western Standard Steel Storage and Wagon Tanks, for Water, Oil and Gasoline



Western Standard Oil and Gasoline Wagon Tank—Style B.

STEEL TANKS ARE OUR SPECIALTY

Our prices and discounts prove
a great inducement to
Dealers.

When in town give us a call,
or write for our list of
prices and discounts.

Red River Metal Co.,

51-53 Aikins Street, Winnipeg

We are located just off Dufferin Avenue car line—6 blocks west of Main Street.

Dairy History in Canada.

By J. A. RUDDICK.

If we search the pages of history carefully we will find that even the Norsemen who came to this country early in the tenth century are said to have brought live stock with them. Of course, they made no permanent settlement, so it does not count in the history of dairying to any great extent. The next record that I can find is about 1518, when Baron De Leury came over from France with the object of founding a colony somewhere in the New World, and he landed his live stock on Sable Island, that bleak, inhospitable sand bank off the shores of Nova Scotia. He went back to France, and left the cattle and the horses there, and the cattle remained and multiplied, and were there in 1598 when De La Roche came along with his convict colony and marooned them on the island.

The first introduction of cows into what is now Canada took place in 1606, at Port Royal, Nova Scotia. That was hardly a permanent settlement, because it was destroyed by the Virginians who came up there in 1613 and wiped them out. If any cattle

were left no doubt the Indians soon made away with such easy game.

Undoubtedly the first permanent introduction of domestic cattle on this continent north of the Gulf of Mexico was made by Champlain in 1608 or 1610. The Spaniards had cattle south of the Gulf of Mexico in the early days. In 1610, Champlain wrote that he cut hay for the cattle in certain places, and a map was published in 1613 showing the place where they cut the hay for the cattle. In 1628 there was a large dairy at Captimont, about thirty miles below Quebec, where a large dairy farm exists to this day, and that was undoubtedly the first dairy farm in Canada. It was begun somewhere between 1628-29. The French-Canadian cattle that are known today as a registered breed are descendants of these cattle brought over in those early days. They were added to in 1660, by the French Minister, Colbert, who sent over some of the best breeds of Normandy and Brittany at that time, and that is where our French-Canadian cattle come from.

The real introduction of cows in Ontario took place in those memorable years of 1783, 1784 and 1785, the coming of the U. E. Loyalists.

Then, as we go west, the first authentic introduction of cattle in the Red River district was 1823. There is a record that Lord Selkirk sent out two cows and a bull from Scotland by way of York Factory in 1813, but there is no record of their having arrived at Red River. But in 1823 a large herd of over 300 cattle were driven up from the south and sold to the settlers in the Red River district, and by 1837 these cattle had been taken by the Hudson Bay Co. to their posts away down the Mackenzie River and over into British Columbia. There are several records mentioned of cows in the Hudson Bay correspondence in 1837 and following years. In 1843 another interesting introduction was made. The Hudson's Bay Company at that time were established on the Columbia River at Fort Vancouver in what is now the state of Washington. They had a very large farm there, and had many hundreds of cattle in charge of Dr. McLaughlin.

They made butter and supplied it to the northern posts, and traded with the Russians who occupied Alaska. These cattle came from California; they were driven up overland and brought to the Post at Vancouver on the Columbia River. They had originally been brought to California by the Mission Fathers,

and were undoubtedly of Spanish origin. Among the cattle brought into Ontario there were undoubtedly some Dutch strains from Pennsylvania and from New York state; so you see that the common cow of Canada has a very mixed ancestry.

1913 Milking Machine Prizes.

In connection with the annual show of the Royal Agricultural Society of England, to be held at Bristol next summer, the council of the society have decided to undertake the trial of milking machines in competition for prizes as follows:

First prize—\$75 and society's gold medal.

Second prize—\$50 and society's silver medal.

The following are the principal regulations governing the competition:

1. The trials will be held in the county of Durham in April or May, 1913.

2. Motive power and piping will be available, but competitors must provide any special attachments which they may require.

3. Every machine entered must be capable of milking at least two cows at a time, and the number of cows to be milked will be left to the discretion of the judges.

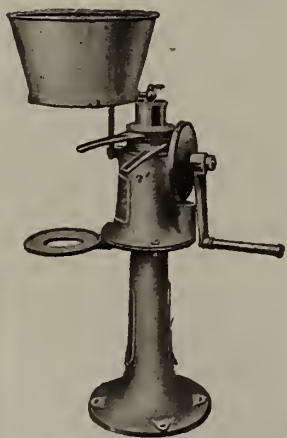
4. Division of milk receptacles must be so arranged that records of each cow milked can be taken.

5. The following are some of the points to which the special attention of the judges will be called:

(a) Time taken in milking.

(b) Weight of milk exclusive of strippings.

THE Premier Cream Separator



Satisfaction guaranteed to every purchaser. Thousands of satisfied users speak in highest praise of the

"Premier"

The machine that appeals to you at sight.

Be sure you look into the merits of the **"Premier"** before you decide on the Cream Separator you will handle. See our representative at all the leading fairs or write us regarding our commission contract. It is the **Best**.

We are the Makers and Guarantors

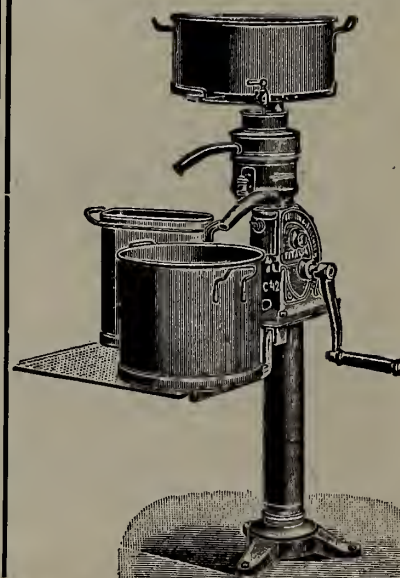
Address:

The Premier Cream Separator Company
199 Princess Street, Winnipeg.

659-661 King St. West,
Toronto.

147 Prince William St.,
St. John, N.B.

BIG REWARD



Implement Dealers will be well rewarded by handling

The Famous

"Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—it will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

DE LAVAL

CREAM SEPARATORS

Bring profit and satisfaction to the dealers handling them

If you have never handled the DE LAVAL there are possibilities for increasing your separator profits that you have never yet realized.

No dealer ever regretted tying up with the DE LAVAL. The DE LAVAL contract is by all odds the most desirable in the farm implement and machinery field.



The DE LAVAL is the best known and most largely advertised cream separator, and a DE LAVAL once sold stays sold and makes it easy to sell other machines in the same neighborhood.

The retail price on the DE LAVAL is protected, assuring a certain profit on every machine sold.

Better write about an agency before your territory is closed for 1913.

Send your agency application to our nearest office

THE DE LAVAL SEPARATOR COMPANY

14 Princess Street, WINNIPEG

173 William Street, MONTREAL

(Continued from page 10.)

(c) Convenience in attachment to the cows, taking into account cost of replacing where machine has become detached from any cause.

(d) Security of attachment to teats.

(e) Gentleness in operation.

(f) Ease in regulating speed of machine.

(g) Condition of milk.

(h) Ease and thoroughness of cleansing.

(i) Lightness of milk receptacles.

(j) Minimum of supervision during milking, so that man in charge can leave cows to carry milk to the dairy, etc.

The implement trials of the Royal Agricultural Society have long been noted for their thoroughness and practical value. They are open to general competition; and it may be recalled that at the trials of the wind-pumping engines held by the society at Park Royal, London, in 1903, the chief honors were carried off by a Canadian firm. The trials at Bristol, which is a convenient port for competitors from this side of the Atlantic, afford an excellent opportunity for Canadian inventors and agricultural implement makers; and the results of the trials will also have

much practical interest for Canadian dairy farmers to whom a really reliable milking machine would be a great boon in the saving of labor and in increasing the number of cows possible to be kept.

Entry forms are obtainable from the secretary of the society at 16 Bedford Square, London, W.C., England, and the last date for receipt of entries is Saturday, February 1st, 1913.

No Electricity in Storage Cells.

Though the term "storage battery" seems to indicate that the battery contains electricity, just as a tank contains water, nothing could be further from the truth. A storage battery contains no more electricity than a potato. When current is turned into it in charging, certain chemical changes take place in the plates, and when the charging wires are disconnected and the battery terminals connected, the chemical substances immediately commence to return to their original condition, and in so doing they generate almost as much electricity as was passed through in the charging process. The difference between the input and the output is approximately 15 per cent.

Organization.

By S. ANTHOM.

What a wealth of meaning there is in that one word!

It means the trail leading to greater success, the simplifying of complexities and the straightening out of tangled skeins in the world of business.

Confidence leads the way to organization. You do not know your fellowman as you would like to; neither does he know you as you would have him do.

Organization welds employer and employee together, it eradicates the feeling of master and man, and instils the smooth co-operation of a perfectly balanced mechanism. In an organized and systematic business each department knows what is expected of them—what must be done and how it must be done. Each department is dependent upon the other, each department is only a tooth in the gear wheel of the whole, a tooth that exerts its impetus and pressure as the circling routine of the organized business gear rotates from morning until night.

No worker in a great factory need declare that the manager of the concern is not a tradesman—that he could not operate this machine, that he really does not know the operations in producing the particular product of that factory.

As well rave at Napoleon because he was a poor shot and a pitiful swordsman. Hugh Chalmers, head of one of the largest automobile concerns in America, could not handle any of the machinery that make the parts of the automobile that bears his name. If he were operating a machine he would be a wasted unit in the business world. He is a born organizer and a born salesman—he is not a born mechanic, although in his organization he has many men who are.

Carnegie was an organizer; he had the strange faculty of instinctively choosing the right man for the position he had to fill in his organization. And Carnegie has made ten millionaires, while he got very rich himself.

Some men have the natural instinct for organization, some men are born with the curse of lack of order and system upon their souls. The former are concise, sure, prepared to foresee and to deal with a situation; the latter are vague, bewildered and help-

less. There is a large boot and shoe company in Great Britain who have more than three hundred branches all over the four countries. Every one of these branch houses supplies a nightly report of their day's sales and expenses, a review of the day's business. In the head offices of that organization they can tell in twenty-four hours, at any date, how they stand financially to the last cent, and can do so in less than that time, if necessary. And the man who organized that business was a cycle mechanic. He was at the wrong job. Figures were his forte, not filing.

Your store must be organized, you must be able to rely on your clerks, on your salesmen; must have men you can depend on to carry out your system of management. Have a system that is fool-proof. The more system you have the less successful it will be.

The greatest things on earth are the simple things.

Try to suit the man to the job. One man can sell one particular type of implement in ninety cases out of every hundred. With another implement he loses customers.

Nearly all the world's great writers were miserable business men. They could weave beauty, pathos, and pleasure by the undying witchery of their pens, but they could never really say how they stood financially until they realized they were penniless. Choose your men with care. A man who would make a fine poet has usually not got the capacity for selling disc-harrows or sulky plows.

The stage of Life is a great unending drama of misfits. Some of us realize it before the end of the first act. Some, aye, too many, see the curtain fall on the last scene and pass into the Unknown Land with the knowledge bitter upon them that they died in the wrong groove.

The greatest gift a man can have is the gift of correctly gauging his capacity and the most suitable business career for the ability which God gave him.

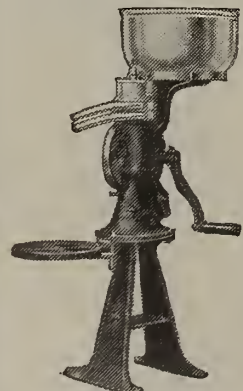
Again, some men are human drift-weed. They lack the capacity of organizing the simplicity of their own lives. They remind you of the monkey who vaguely picks up a nut when his attention is attracted by the passing of a beetle. The monkey im-

EMPIRE AGENCY

BOTH A CONE AND A DISC SEPARATOR

TO secure an Empire Cream Separator Agency is to put yourself in a position to make more than a mere living. Ambitious, aggressive, energetic men are clearing big profits

every month by selling the Empire lines.



EMPIRE CONE

For years the Empire Separator Agency has been recognized as one of the most valuable obtainable. Of late, it has become even more valuable by the addition of Witte Gasoline Engines.



EMPIRE DISC

If you are ambitious, eager to make more money, get in touch with us without delay. We have a splendid proposition to make to the right kind of men.

Empire Cream Separator Co. of Canada, Limited

C. Mitchell, Western Manager 230 PRINCESS ST., WINNIPEG
TORONTO MONTREAL SUSSEX

mediately proceeds to study the anatomy of the beetle. Many men are like monkeys—they cannot concentrate.

Concentration is essential to successful organization. Know what you owe, know what you have in stock and what you require to meet the demands of your customers. Have a system whereby you can tell to a cent how much you owe, how much is owing to you. Have things so you can verify your financial position in very little time. Don't mix things; be orderly. Order is Heaven's first law, and order is the key of all organization—the secret of success in business.

The Canadian Crop in 1920

In 1914, we shall have two more transcontinental railways, which will open much new land for settlement. The improvement in farming implements will mean the tilling of greater acreage in less time. These factors should compensate somewhat for the probability that mixed farming in the West will be engaged in more than hitherto, with consequently less attention to wheat, and for the fact that constant wheat growing makes

the soil poorer, according to the Monetary Times.

Assuming, after allowing for these factors, that the ratio of increase in the next ten years will be as great as in the past ten years, there will be in 1920 in the three Western provinces of Canada, wheat acreage of 34,321,000 acres and a wheat crop of 513,000,000 bushels. This allows a yield of 15 bushels per acre. The average wheat yield per acre in the West during the past four years was 19.71 bushels. Accepting that figure as the yield of 1920, the 34,321,000 acres should yield 675,466,910 bushels.

The Hart-Parr Tractor School.

About a year ago the Hart-Parr Company, of Charles City, Iowa, established a Correspondence School in Traction Farming and Traction Engineering. Today the school has a total of 1,900 students on its lists.

In connection with this correspondence school, the company conducted 14 practice or demonstration schools.

These were conducted at the home factory and at the various branch houses of the Hart-Parr Company.

The vast majority of the Hart-Parr students ended their scholastic training in their youth, and while many have their textbook—a tractor—before them, their teacher is hundreds, perhaps thousands of miles away. The instruction is written for them exactly as if it were spoken, in a plain, practical way.

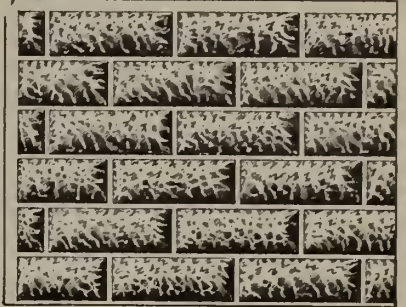
This school has met with great success, and has students all over the United States and Canada, in the Philippine Islands, Australia, France, Russia, Switzerland and Germany. The students range from boys to gray haired old men.

In the practice schools, a total of 900 attended last year, learning thoroughly the construction and assembly of the Hart-Parr tractor, and how its parts are made. They are also instructed in a thorough course of repairing and adjusting work. A very complete set of books containing the lessons are published by the company.

Remember the spirit of your organization; help to cement our solid business relations by placing your trade among friends. Bishop Conaty once said to a gathering of 500 business men "Gentlemen, you have nothing to fear if you will trade among yourselves."

METALLIC SIDING

FOR
Houses, Stores, and
Outbuildings



Produces a handsome effect at a surprisingly low cost.

Durable. Fireproof. Weatherproof.

Write for free illustrated Catalogue

DEALERS AND AGENTS

get in touch with us to-day and take up the sale of this line. No Stock to carry. Sell from Catalogue and Samples.



THE METALLIC
ROOFING CO.
LIMITED.
MANUFACTURERS.
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C74

DEERING DRILLS—The Accurate Seeders

If you were buying a drill to use, instead of to sell, what features would be of most interest to you? Get the answer to that question and you have a list of tests to apply to the drill you sell.

Evidently, the drill that contains most of those features, and all of the important ones, is the best drill for you to handle.

When your list of good drill points is made up, compare it point by point with the Deering. Every important drill feature is built into the Deering Drill. Every Deering feature centers on the most important of all—accurate seeding.



If you want to sell a drill with all the best points, and with all chance of failure taken out of it, write the nearest branch house about a Deering contract.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

Invest in Popularity.

There is no factor that will bring trade more quickly to your store than popularity. To be known, to be well liked, is one of the most valuable assets that an implement dealer can have. We usually find that the popular dealer is a man who takes a whole-hearted interest in local things. He is a vehement supporter of the local baseball club; he helps pass the hat when the town band requires new uniforms; he is elected a director of the local fair association; he helps the farmers to organize a co-operative creamery.

Such a man prides himself in knowing every farmer in his district, and most of their wives and children. He is no morbid pessimist, and the smile which greets you when you enter his store is a veritable sun bath. A man of that nature makes his customers feel that he likes them; they feel that he has a real human and sympathetic interest in their joys and sorrows.

Such a man does not rave and rate about mail order competition; he simply ignores it, which, after all, is the most effective way of handling the question. Trade can be won if you go after it just as you go after a girl that you are in love with. If you

have the love germ firmly embedded in your soul-case you don't waste time knocking the other fellow who is courting her. No, you are too busy thinking how you can become the Prince Beautiful in her story; how you can prevail upon her to sink shyly into your outstretched arms. It may not seem true, but if a dealer would go after trade with the same determination as he goes — or did go — after five feet two inches of concentrated "femininity" he would be surprised to find how his business would grow.

If a man is real busy all the time pushing and boosting his own trade he has no time left in which to revile the mail order houses — no time even to give them consideration. Of course, if the dealer gives his aid and interest to local things it may be argued that he is wasting good time and losing money. But this is not so. It is cheaper for him to hire a competent clerk, and to go around increasing his circle of acquaintances, than it is for him to keep his head down over his ledgers and his soul in a state of perpetual grouch. If a farmer has a weakness for raising some particular line of poultry the popular dealer mentally pigeonholes the

fact, and the next time that Old Abe shows up in town the dealer is across the street and talking hens as if his soul yearned after those clucking bipeds. At the same time he may mentally be wishing that the farmer was impounded in one of his own chicken coops, but the fact remains that the old hen specialist never passes the store when he wants something in the hardware or implement line.

Get next to the hobbies and peculiarities of your customers and when they see your store they will forget how to finger the pages of the big catalogue, and how to figure that they save six cents on this, and four cents on that.

It is not only possible, but profitable, for a dealer to be popular. Popularity is a condition that pays all the time after it is introduced, and the mere fact that the dealer is taking an interest in his fellow-men and is adopting an optimistic outlook means that consciously or unconsciously he is refining and making better his own nature.

A New Weed Destroyer.

In the South of Russia an implement—the "Raesak"—is used for tilling fallows and for destroying weeds. In its recently improved form the Raesak consists

of a pair of shafts, joined at their butt ends by cross bars, which support the cutting apparatus. This consists of a cylindrical cross beam in which one end of the supports of the knife is fixed, the other extremity being riveted to the knife, which is of 0.24 x 1.57 inch Bessemer steel. It is 7 feet 6 inches long; its cutting edge is slightly inclined downwards. The knife supports are made of flat iron, and their lower part is knife-shaped and bent forward so as to prevent weeds dragging. The cylindrical cross beam is attached to the shafts by two rings in which it can be made to revolve, being provided with a handle for this purpose, and thus the inclination and the depth of the cutting apparatus may be varied. When the blade is pushed up to the shafts the implement is in a position for transport. It rests then behind on two runners which are hinged at the butt ends of the shafts. These runners facilitate also the cleaning of the implement at intervals during work, for if the horse is stopped and backed a step the runners pivot in the ground and lift the whole implement.

With the Raesak and one horse, upwards of 12 acres can be tilled in 10 hours. On harrowed fields it does excellent work if dragged across the furrows; it then cuts or breaks all the roots of weeds at a depth of a few inches below the surface, much better than by the use of parting plows or extirpators which by the inclination and shortness of their cutting parts allow many weeds to escape destruction. Besides, these implements cannot be adjusted to such shallow work as the Raesak can easily perform, and which is especially valuable for dry regions.

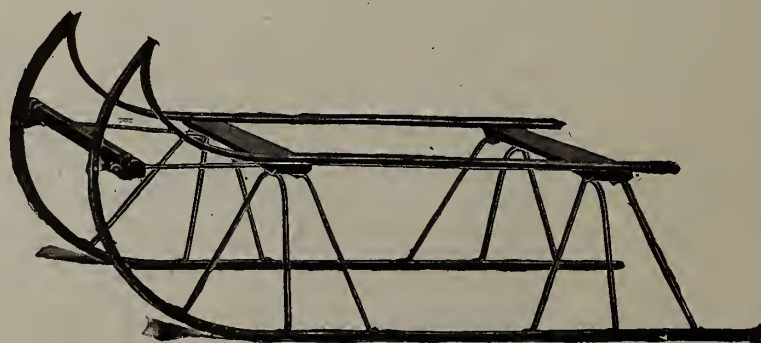
Harrowing and then tilling with the Raesak leaves the field covered with a thin layer of fine mulch which prevents evaporation. Under this mulch there is a layer of moist earth that has been smoothed by the Raesak blade and forms a very good seed bed in which the seeds germinate rapidly and uniformly.

The drills to be used must sow the seed in a special manner. Most European drills have pointed coulters which open a narrow furrow and drop the seed into it; at the same time a good deal of the fine, dry mulch falls into the furrow and buries the seed which thus does not benefit from the moist earth. American drills are better in this respect; they are fitted with coulters somewhat broader at the foot, which allow

The KAZOO Cutter Gear

This is a strong and well made Cutter Gear which takes any buggy body up to 28 inches wide.

10 to 15 minutes' time (and a monkey wrench) will convert a buggy into a cutter by using this Gear.



It is a finely finished Gear, painted red and neatly striped. Weight, 50 lbs.; freight on two no more than on one. Shipped in the knock-down. Try two, then send us your order for more.

D. Ackland & Son, Ltd.

73 HIGGINS AVENUE, WINNIPEG

a certain proportion of the seed to fall on the moist earth, though the rest is surrounded by the dry mulch.

An authority in the implement world of Europe, in view of this fact, fitted the coulters of the American drills manufactured by Messrs. Hoosier & Elworthy with sheet ironside guards to prevent the fine earth from falling too rapidly into the furrow. All the seeds thus reach the layer of moist earth and germinate rapidly and uniformly.

Plowing Competition in France.

The French Automobile Club organized a mechanical plowing competition to be held at Bourges on the first three days of October, 1912. The machines were classed as follows:

1st and 2nd classes: Traction engines (price below \$3,000, and price above \$3,000).

3rd and 4th classes: Plow-machines (price below \$3,000, and price above \$3,000).

5th and 6th classes: Mixed traction engines, with drum (price below \$3,000, and price above \$3,000).

7th and 8th classes: Steam outfit (price below \$3,000, and price above \$3,000).

9th class: Electric outfit.

Competitors were allowed a fixed indemnity and prizes variable in amount for each of the following points:

1. Extent of area plowed.
2. Cost per acre, labor included.
3. Facility of operating.
4. Regularity of work.
5. Use of petroleum.
6. Deep plowing (10 to 12 inches); this is a special and optional test.

Free Testing of Farm Seeds.

During the season 1912-13 the Seed Branch of the Federal Department of Agriculture will test free of charge samples of seeds of grasses, clovers and cereal crops. This has been the policy of this Branch since the passing of the Seed Control Act.

As a guide to growers, dealers and others who desire to have samples tested for purity, grading and germination, a leaflet of instructions has been prepared. Under twenty-three numbered paragraphs there are described, among other things, how to prepare, pack and address samples of seeds of various kinds. Useful notes are given on qualities affecting the value of seed. It is pointed out that injury to wheat

from frost or dampness is usually apparent in the color and shrunken condition of the grain. While a hulled kernel of sound oats is usually semi-transparent and not brittle, a frosted kernel is dark and mealy, particularly at the tip, and is usually brittle. Instructions are given for cleaning grass and clover seeds, but growers whose farms are not clean are recommended to sell their seed in an uncleaned condition to a wholesale merchant who has special power cleaners. Persons who desire to have seed tested may procure a copy of this circular by applying for it to the Publication Branch of the Department of Agriculture, Ottawa.

Burnt Gumbo in Road-making.

The pioneers who used burnt gumbo in making roads were the railroad companies in the Mississippi Valley. For several years, however, they had been using burnt gumbo as ballast for their roadbeds in Illinois, Missouri, Iowa and other states of the Middle West.

This composition was first introduced as a substitute for crushed rock in regions where rock could not be easily obtained, but its superiority was so clearly demonstrated that it came to be used extensively even where rock ledges were abundant.

The mud is really an impure, exceedingly sticky clay. The process of preparing it for use upon the road is very simple. Cordwood is piled in a low pyramid eight or ten feet wide. Over this is thrown three or four inches of coal slack, and on this again is placed from twelve to twenty inches of mud. When the wood is fired, a slow combustion occurs, which converts the mud into small, sharp-cornered, and exceedingly hard pieces, so that the product presents the appearance of red gravel.

The railroads have found that they can make and deliver the gumbo on board the cars at a cost of something like 35c. a cubic yard, but when burned in more primitive fashion and on a smaller scale, as is usually the case on country highways, the cost is slightly greater.

Roads covered with this material are never muddy or dusty. They keep free from snow and ice, are slow to get out of repair, and weeds or grass will not flourish upon them. The supply of mud is unlimited; its preparation simple and cheap. Experts claim that five years of systematic and intelligent work with

burnt gumbo would make the principal country roads as passable all the year round as a paved city street, and at little more cost than the amount now wasted in "working the road."

Hart-Parr Company Reorganize.

The Hart-Parr Co., Charles City, Iowa, has been reorganized and has re-incorporated as Hart-Parr Company. The capital stock of the company is \$2,500,000, divided into \$1,000,000 of common stock, all of which has been absorbed and paid for in cash by the old shareholders. The balance of the stock, \$1,500,000, seven per cent. preferred stock, has been arranged for sale by firms in New York and Chicago.

This new capital will be used for expanding the business along the same lines as followed heretofore. The management of the company remains unchanged, and the same officers continue as before.

With their own open-hearth steel plant and the recent opening of their magnificent gray-iron foundry, along with a splendid and systematic organization in production and selling,

this company seem to have embarked on a career of financial success. A progressive and hustling concern, the Hart-Parr Company will pursue their old policy of producing nothing but general purpose farm tractors, instead of combining with other implement concerns.

Human Hair Rope.

The news comes from Antwerp through a French source that a manufacturer in that city has turned his attention to the Punic method of rope making, says Motor Print. He asserts that human hair possesses great durability; a strand can lift just three quarters of a ton, and another advantage is that such a rope does not stretch. The Amsterdam manufacturer's idea is to use his hair ropes for aeroplanes in place of wire stays. All this coming right on top of the reported abandonment by the Chinese of their once beloved queues affords an excellent example of how circumstances often seem to combine for man's benefit.

The world is full of people who want to do good, but who are in no hurry to begin.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



Ordering Farm Wagons.

By E. W. McCULLOUGH.

The Department of Commerce and Labor in investigating many commercial organizations throughout the country, which represent the manufacturers of various commodities, have learned much as to why such organizations exist, and now understand more fully than ever the necessity and legitimate uses of such associations.

The fallacy of the common supposition that aggregations of manufacturers cannot get together and confer without detriment to the consumer has been exploded, and it is now being appreciated that many advances in prices, which would have been necessary, have been obviated by the work of these organizations in standardizing materials and details of manufacture in such a manner as to make economies, which in many instances, have offset the increased cost of materials and production, and today manufacturers generally, fully realizing the strong feeling which exists against any advances in prices, no matter how well justified, are constantly

studying economies to avoid changes.

The demands of the consumer and retailer for many unnecessary changes in the construction of manufactured goods has been responsible for much increased cost, for in the operation of a large factory, any change from standard construction, no matter how trivial it may seem, adds to the cost beyond all conception in judging merely labor and material used, and far beyond, in many cases, all benefits supposed to accrue to either the consumer or retailer because of the change.

The farm wagon department of the National Implement and Vehicle Association met recently at which were present manufacturers representing approximately 85 per cent. of the farm wagon output of this country, and in the interchange of experiences the fact was developed that owing to their customers in various parts of the country holding back their orders and specifications until the consumer was in need of the goods, and then insisting upon

immediate shipment, had curtailed the output of most factories at this time nearly 25 per cent., because of the exceedingly large variety of sizes and descriptions wanted. This can perhaps be better understood when it is realized that in all plants, manufacturing goods in large volume, economical manufacturing can only obtain where the smallest variety and largest quantities are handled; consequently, when orders from various territories which require wagons of different construction are withheld until about the time they are actually needed and then turned in, these orders in the majority of cases, must be put through as special, involving a constant changing of machinery and operations, which make for delay; consequently, when these factories are obliged to write their customers that shipments will be made "as soon as possible," it is about as definite a statement as can be sent.

Not only do delays incurred in this way cause annoyance and loss of sales, but also increase the costs of production which eventually enter into the items of expense considered in fixing selling prices.

If the sellers of wagons could anticipate their wants reasonably in advance in time of shipment, it would permit the grouping of orders of a similar character, and the making up in advance of goods to take care of them at a considerable reduction in expense. While it is true that this problem is not entirely within the control of the retailer, yet he can do much to make it less difficult, and make a saving not only for the manufacturers, but also for himself in avoiding loss of sales because of not having goods by exercising a little more foresight in this direction.

Farm wagon manufacturers generally throughout the entire country are very busy; many of them behind their orders and with a serious condition existing with those supplying their materials, especially iron and steel, makes it exceedingly difficult to secure what is needed.

The taking of orders for shipment later than January 1st, at present prices, is necessarily being restricted. Furthermore, as is generally the case where the demand for both materials and manufactured goods exceeds the supply, the cost of production has increased rapidly; in fact, to such an extent that a large advance in selling prices is made necessary, and at least part of it will undoubtedly be apparent in prices

quoted for deliveries after Jan. 1st with a strong probability of still more of it being added on orders taken for late spring and fall shipment, if manufacturers can be found willing, under present conditions to book trade that far in advance.

The enormous crops of the present year, and owing to the further fact that wagon trade has been light for several years past, has developed a condition which the manufacturer must meet as best he can, and it is no longer possible for him to absorb any more of his costs of production nor shave his margins of profit, which, for some time, have been the subject of jest in this line.

We believe this matter is worthy of the most serious consideration on the part of wagon buyers, for if, as suggested, it is possible to anticipate future wants and orders are placed reasonably in advance of needs, it will result not only in an economy of expense to the manufacturer, which will be reflected in selling prices, but also insure to a reasonable extent prompt shipments and a consequent reduction in loss of sales by the retailer.

A New Farm and Orchard Tractor.

The latest acquisition by the M. Rumely Co., of La Porte, Ind., is a new farm and orchard tractor, especially designed to meet the needs of the average farmer and orchardist.

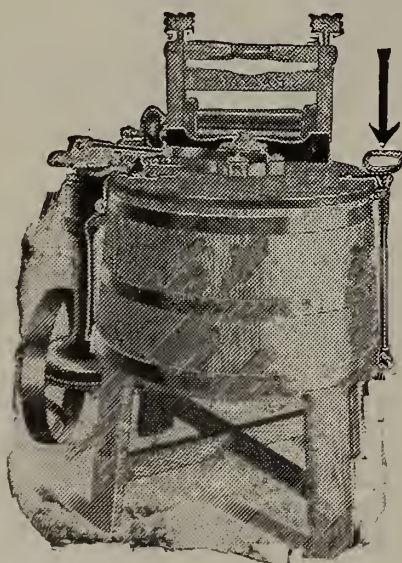
This tractor was primarily designed for orchard cultivation. It is, however, equally suitable for other farm operations.

It is particularly adapted for orchard work because of its construction. It is built very low to the ground, the height over all being four feet six inches, with out the limb shields. This enables it to work to good advantage around trees as it will easily pass underneath the limbs. There is a very large field for this tractor in the fruit-growing sections of Canada.

One of the great disadvantages with most tractors is that they are built too high and, therefore, cannot work easily around trees. Those farmers who have already had experience with this new orchard tractor find it very desirable, particularly for cultivating their orchards.

The engine used on this tractor is of the two-cylinder, two-cycle type, rated at 35 brake h.p. It will develop about 18 h.p. at the drawbar. It will operate on gasoline, kerosene or distillate.

Washers that Sell!



Power Washer, the smallest Gasoline Engine will run it

Do you want to win the friendship of the wives of your customers? If so, sell

Maytag Washing Machines

More than 12,000 of these machines have been sold in Western Canada, and practically every one was sold through the medium of the retail dealer. They are marketed in no other way. MAYTAG Washers are made in three styles, **hand, power and electric drive**. The power machine has also a hand-drive attachment and our patent swinging wringer, the whole machine being controlled by the handle shown by the arrow.

This and other exclusive features instantly appeal to every woman—what better advertisement can a dealer have than the talk of a satisfied woman?

Sell these Washing Machines and you will increase your Profits, Prestige and Popularity

The Maytag Co. Ltd.
Winnipeg

One very good feature of this tractor is its flexibility. It can be turned in a radius of ten feet and can be handled as easily as a team of horses.

It has been very difficult to build a tractor with a minimum amount of weight, which will at the same time develop a maximum amount of horse power at the drawbar. This tractor weighs only 8,200 pounds, and will pull four to six plows at a high rate of speed.

One of the principal features of this tractor is the unique construction of the drive wheels. The wheel is built up in such a way that in moving its action on the soil is the same as that of a horse's hoof. They do not pack the soil in passing over it, nor do they slip or become clogged. They have more tractive power than built-up wheels of twice their diameter or face.

There is a large and rapidly growing demand among fruit growers in the different sections of America for a successful orchard tractor.

The company will push the sale of this tractor particularly in the fruit-growing sections.

An Early Automobile.

It has lately come to light that, though the automobile as we see it now is a product of the last decade, some thirty-five years ago the town of Rockland, Maine, enjoyed the reputation of having produced a power wagon.

The machine was invented and built by Lemuel H. Parker, a blacksmith of about twenty-three years of age, who came to Rockland from Nova Scotia. He built the vehicle, including the engine, during his spare time, at his shop on Main Street. The work consumed two or three years. The body it is said, was as long as that of the large touring car of to-day, and was hung very low on the axles. The wheels were solidly fastened to the axles in such a manner that corners were turned with difficulty. They had iron tires, and largely for this reason the machine was able to travel in dry weather on level ground or up a slight incline. Parker once took a trip of eight miles to Camden, which seems to have been his record. It seems that on his trips he always had a horse tied behind the vehicle. When he came to a hill, the horse was obliged to tow the machine to the top. The inventor's name was painted on the body of the automobile.

Power was derived from a steam engine of 10 horse-power,

supplied with steam from a tubular boiler. The fuel was coal, stored in coal bunkers, on the top of which was room for four or five passengers. The speed of this machine was said to have been between four and five miles per hour on a good level road.

JIMMY'S HUPMOBILE.

W. W. Stauffer, a dealer in Holland, Man., sold a customer a new model "Hupmobile" car in Winnipeg. Returning to Holland, Mr. Stauffer was accompanied by the purchaser and a party of enthusiasts, one of the party being moved to poesy by the action of the new "Hup." His effusion runs thus:

Oh, Jimmy's got a Hupmobile,
A dainty shade of blue,
And everywhere you see that "Hup,"
There look for Jimmy too.
It plowed its way from the 'Peg to here,
Through slush and mud, Oh, whew!
It passed big cars, and likewise small,
All stuck as fast as glue.

They started out, their spirits high,
To have a dandy run,
But ere St. James was passed, Fred says,
"By Jove, we'll have some fun."
Down came the rain, the road became
A shiny streak of slime,
Said Fred, "Oh, Gee, you sure will see
A skid is booked for mine."

The manager and machinist, "Bill,"
Were seated in the back,
While Frank beside the chauffeur sat
And eyed that slippery track.
As mile post after mile post
Behind them disappeared,
The boys took heart and even sang
As Portage town appeared.

Once there they looked the engine o'er,
And looked the car around,
But not a trace of wear or tear
On that blue "Hup" they found.
The misty morning dawns, and rain
Continues still to pour,
While anxious looks are skyward cast,
By Holland's gallant four.

Once more they leave the busy streets,
They head that "Hup" southwest;
They reach the river hills. Frank says,
"Say, will she stand the test?"
Right with the grade the blue "Hup"
Stayed,
She climbed it inch by inch,
Came to the top as we all yelled,
"Oh, pshaw! she had a cinch."

She darted off like a startled deer,
With strong, rhythmic stroke;
A full three miles were covered
When Frank and Freddie spoke,
"We'll take her in the back way,
My hose will wash her clean—
And we'll land here at the warehouse
E'er by a soul we're seen."

They glided in at half-past five,
Again they looked her o'er,
With what results—the very same
As they had found before.
Her work was done, she stood the test,
Jim wears a pleasant smile,
"Car troubles cease, take my advice
And buy a "Hupmobile."

Companions in Misery.

Jones—"I'd like to help you, but I can't; I own an automobile."

Beggar—"I own two—dat's why I'm begging."

An Australian Harvester.

H. V. Mackay, a well-known Australian manufacturer of agricultural machinery, during last summer made an extensive tour through the southern or steppe provinces of Russia. He was successful in selling his make of harvester through that great wheat region, having, as a pioneer shipment, 10 of these patent harvesting machines delivered at Odessa, a port on the Black Sea.

Russia has little or no machinery of the sort, but employs the old methods of stooking and carting to stack buildings, while the farmer has a wearisome wait for the threshing machine to come along with its necessary expense. This novel machine, with one man and four horses, cuts the grain, and, by a series of operations, prepares it for the mill.

In the fore part there is a comb which takes off only the head of grain in passing. The grain falls first into an elevator, then, regularly, into the threshing drum, and again on to a sort of riddle, and is winnowed by a fan which revolves rapidly in a well-fitted drum. After undergoing this process, the grain enters a diagonally slotted revolving steel cylinder, and, by means

of a worm, is made to travel over 9 feet of slotted surface before it escapes. The small seeds and broken grain are thus divided from the plump grain. The final receptacle is a large grain box, and when the slide door is opened by means of its lever the grain empties out into a bag, which is held in position by a toothed bow. The farmer has then nothing to do but to sew up his bag and send it for export or to the mill.

The machine is not adapted for any country where grain cannot be allowed to fully ripen on the stalk, therefore it is not at all adapted to Western Canada, where the loss to fully ripen a loose chaff wheat, such as Red Fife, makes this machine prohibitive. It is drawn by four horses, and can be managed with ease by one man, be he ever so inexperienced. It has been most successful in South America, whither 1,500 were exported last year. The 10 machines were packed in pieces, in 85 cases, and accompanied by an expert, who put them together on their arrival and superintended their preliminary trials.

The man who peddles his woes will find many doors slammed in his face.

HELP YOURSELF!

to a nice increase in income each year by selling the **Louden Line of Perfect Barn Equipments**. Farmers all over the land are seeking Labor Saving Devices and scientific equipments. Somebody is selling them—why not you?

LOUDEN BARN EQUIPMENTS

Include

Cow Stanchions
Steel Stalls
Mangers
Litter Carriers

Feed Carriers
Track Equipment
Barn Door Hangers
and others

SEND FOR CATALOGUE
AND AGENCY TERMS

We are extensively advertising the Louden Line—they are easy to sell. We invite implement dealers to co-operate with us. Our proposals are attractive. Help yourself!

Louden Hardware Specialty Co. Winnipeg

Head Office:

THE LOUDEN MACHINERY CO., GUELPH, ONT.

Talk Without Shouting.

There is hardly a worse policy for a dealer to pursue than that of raising his voice in anger in the store. The man who has a quick temper usually is quite aware of the fact, yet he seldom has the sense to control himself. His natural cussedness makes him argue to himself thus: "Well, it's my store, and I can surely say what I like, and say it how I like." Never was there a greater mistake. It truly is his store, yet he is running the store for profit, a thing that he usually forgets when angry. There is a certain venerable Book, alas, read by too few of us nowadays, which says: "Better is he who conquereth himself than he who taketh a city." The control of temper is as essential to a good business man as it is to a good pugilist. In either case the man who loses his temper usually gets beaten, the one financially, the other physically. The advice given us by the old school books—to count ten before replying—is by no means bad. Even when the other man is dancing mad, keep cool. Talk evenly, moderately. It is a far greater tribute to your intelligence and control

than to copy the ape-like antics of the other man. Much can be said both for and against boxing. The writer, when young, was possessed of a remarkably fiery temper. However, he started to learn something of boxing, and, on the receipt of a hard left hook on the jaw, usually got mad, and went in blind, swinging right and left. His instructor was an old army man, cool as a chunk of ice. He only laughed and slammed the writer with such good will that the latter usually ended up on the floor, where he lay endeavoring to figure out which was the planet Mars among the many constellations of stars that he could see. Yet it was a good lesson; it cured his habit of flying into a temper, until now he fancies that it would take more than an earthquake to get him angry.

In any store errors will occur, and errors in accounts charged usually result in a customer coming in, full of wrath, and spoiling for a row with someone. You adjust the matter with your salesman or bookkeeper, and get the account rectified, but the poorest policy on earth is to start off rat-

ing or railing at them before the customer—or any other time. You make any reproof you have to give your employees a thousand times more telling if only you say what you have got to say in a quiet, even tone. Ranting and raving like a two-year-old child when it is denied a cake only lessens your dignity and lowers you in the eyes of your help.

In handling angry people you can calm and satisfy them by a tactful address and by sincerity of regret for any inconvenience caused them, and by cool and quiet talk. If you get angry and protest that it is none of your fault, you only make them more angry and possibly lose their custom. No man can control others who cannot control himself. All the weaklings of the world's history had violent tempers. Nero behaved like a lunatic when angry; Julius Caesar considered that nothing on earth was worth anger. One of the greatest faults of our race to-day is their proneness to anger. It is, perhaps, due to the nervous excitability of the age, yet the fact remains that the man who keeps cool, calm and collected wins out in business; while the individual who indulges in outbursts of passion not only ruins his own business efficiency, but destroys the peace and happiness of his home, and actually impairs his own physical constitution.

Credit in Business.

One of the main features in the failure of any business will be found to be bad debts—the non-payment of the accounts of the concern.

Profits are principally composed of three distinct items: First, the amount of the selling price over the cost price; second, the total economies on running the business; third, the keeping as low as possible of the amounts outstanding due to the business. Be the business of mammoth proportions, be it only a small, newly-started enterprise, the fact remains that the giving of credits is the pivot upon which swings its success or failure.

Therein, for the retail dealer, lies a point which he should never desist from considering; hence, continually, he must take care to select customers of good moral and financial standing. And, beyond all, if he gives credit, the retailer must have an absolutely efficient system of collecting his money. Human nature is a frail commodity, and,

alas, the average man does not run after the dealer in order to pay his just and lawful dues.

The vast majority of men who buy goods on the time or installment plan have primarily an honest intention of paying for them. These men may be divided into four classes: First, those who are financially sound and prompt payers; second, those who are financially good, but who are habitually slow payers; third, those who have limited means and pay when they can—the class which the Western Canadian dealer usually has; and, fourth, those who are not financially good and cannot pay. The last class should be entirely debarred from receiving credit. Many men in retail businesses think that too close attention to collecting is injurious to sales; this is not so, for if the customer does not desire to pay his debt to you, he is infinitely better off your books altogether. Again, if a customer understands that he must pay a bill at a certain date, he will make an effort to do so, and often proves, in the end, to be a desirable customer.

Some dealers have the idea that a man to collect money successfully must be a cold-hearted, cynical, domineering sort of Shylock, after his pound of flesh whatever happens. But such is not the case. It pays in rounding up debts to be patient, tactful, gentlemanly, yet firm. People get behind in farming, in any trade, for that matter. They lose heart and let things go, consider that they can't win out, and want to drift to the crisis. It is best to be sympathetic with such people, to impress them with the fact that you are trying to help them out of, instead of into troubles, and when once they get upon their feet financially, if they are the right class of customer, they will not readily forget, and will remain steady customers and good payers.

A Thought.

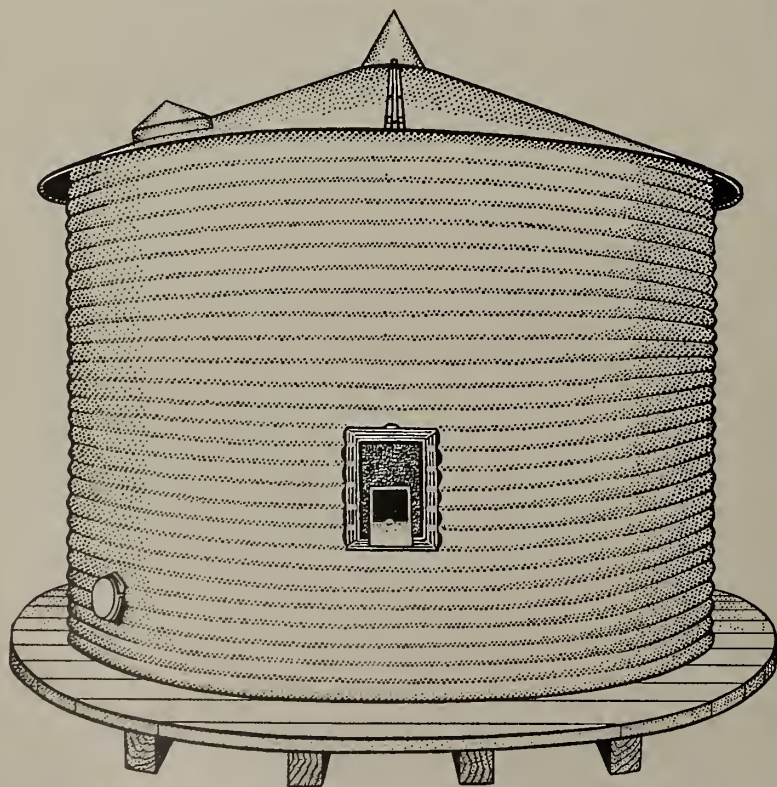
When the worries and cares of the day fret you, and begin to wear upon you, and you chafe under the friction—be calm. Stop, rest for a moment, and let calmness and peace assert themselves. If you let these irritating outside influences get the better of you, you are confessing your inferiority to them, by permitting them to dominate you. Study the disturbing elements, each by itself, bring all the will-power of your nature to bear upon them, and you will find that they will, one by one, melt into nothingness, like vapors fading before the sun.

—William George Jordan.

Don't be too humble—everybody steps on the door-mat.

Portable Corrugated Iron Granaries

"Proved Best by Years of Use."



TWO SIZES.

850 and 1050 bushels capacity

SIX STYLES.

Get our Literature and Agency proposition. It means money to YOU.

Winnipeg Ceiling & Roofing Co., Ltd.

Manufacturers of Corrugated Iron, Shingles, Siding, etc.

P.O. Box 2186—1.

Winnipeg, Man.

Tudhope-Anderson Control Emerson-Brantingham Goods in Canada.

H. F. Anderson, general manager of the Tudhope-Anderson Co., of Winnipeg, has just returned from a ten days' visit to the head office of the Emerson-Brantingham Co. at Rockford, Illinois. During his visit to the headquarters of this large organization, Mr. Anderson completed arrangements whereby the Tudhope-Anderson Company will become sole agents for the production of the Emerson-Brantingham Company in Canada. The only exception to the whole line represented will be the sales of Geiser goods so far as Manitoba is concerned, since this line, which recently became a part of the Emerson-Brantingham Consolidated, was previously represented in Manitoba.

The Tudhope-Anderson Company have been the representatives of the Emerson line in Canada for at least thirteen years before the recent extension of the large U. S. concern. Such has been their success during this long connection in the handling of the Emerson products, that Mr. Brantingham, head of the Emerson-Brantingham Company, has every confidence in their ability to handle the extended line of his company in Canada.

This is obviously a wise decision, in view of the fact that the Tudhope-Anderson Company have general agencies at no less than nine points throughout the Canadian West, which enables the Emerson-Brantingham Company, through this complete selling organization and system of

branch houses, to very quickly cover an immense tract of Western Canada with their different lines. Such a system of agencies ensures the certainty of repair parts on the shortest notice and should prove of great value to the various lines handled by the Emerson-Brantingham Company.

Mr. L. L. Brockett, who was manager for the Gas Tractor Company, and, since their merging with the large concern, for the Emerson-Brantingham Company, now assumes the position of manager of the engine and separator department for the Tudhope-Anderson Company, having headquarters at Winnipeg.

The full line handled by the Tudhope-Anderson Company, as representatives of the Emerson-Brantingham Company, are as follows:—

Emerson plows, harrows, rollers, pulverizers, listers, planters, cultivators, traction engines, separators and accessories, steam plows, clover hullers, corn shellers, steel baling presses, The Reeves "40" gasoline tractor, saw mills, "Peerless" road rollers, portable engines, gasoline engines and the Geiser Gas Tractor, the Big Four "30" four cylinder tractor, Emerson forged steel vehicles, Emerson new standard mowers and sweep rakes, stackers and combined side delivery rakes and tedders, single and double disc and hoe drills, the Newton wagon and Emerson low down spreader, also Emerson-Rockford Engines of 1½ to 33 horse power.

Farm Land in Argentina.

Few of us in Western Canada realize the vast tracts of farm land that exist in the Argentine Republic in South America. Stretching from the South Atlantic to the peaks of the Andes, and from Uruguay to the bleak wastes of Patagonia, this country is rapidly becoming a great farm country and is producing great quantities of cereals and cattle.

There is no free land in Argentina, nor other particular inducements to agricultural settlers. The government has land for settlement, but it must be bought like private holdings. The inquiry as to prices is naturally a difficult one to answer, and especially so there where changes occur with such rapidity. In places values of farm lands have doubled not once but several times within a few years, as transportation facilities have made markets accessible. A great deal of money has been made, large fortunes, in fact, through the unearned increment of the agricultural value of the ground.

The great central "pampa," which constitutes the larger part of the territory and the primary agricultural and pastoral area of Argentina, is a woodless plain of remarkable fertility. In a considerable proportion of it the soil and water are saline and therefore adapted only to certain purposes, but with this exception a rich soil lies all ready for the plow. The soil of the "pampa" is so rich that the harvests are often rich in spite of inefficient methods of cultivation. Wheat,

corn, linseed, and alfalfa are the principal crops. The value of land both fertile and well located may be estimated, approximately only, at \$40 an acre. Good land away from transportation facilities can be bought for \$3.50 and \$4 an acre.

The "pampa" is also splendidly stocked with cattle and horses, but prices are low and the losses from drought often severe. To the north of the "pampa" lie the rich, subtropical province of Misiones and the district called the Chaco (including the territory of Formosa) which extends its wooded, watered plains into Paraguay and Bolivia. Here magnificent land can be bought for \$5 to \$8 an acre, with valuable standing timber and convenient waterways.

In a tract opened to colonization allotments are made, with some care as regards size, to individual settlers, who usually work the land on shares though sometimes merely paying fixed instalments. A common agreement is for equal division of the produce, in which case the owner furnishes both seed and work animals. The tenant has, of course, always the right of purchase. Whatever else he requires beyond seed and animals, he can generally get by a pledge of his share of the harvest to the local storekeeper, who acts as intermediary for the banks and charges about 20 per cent. for his advances. It often happens, therefore, that these tenants have absolutely no capital of their own.

GRAND TRUNK PACIFIC

REGINA-SASKATOON

GRAND TRUNK PACIFIC

EDMONTON

Over Night to Saskatoon and Regina. One Day to Edmonton.

The Daily Limited

Leaves at 6 p.m., arrives Regina 7.00 a.m., Saskatoon 8.18 a.m., Edmonton 9.00 p.m.

Electric lighted coaches, diners, sleepers. Western Canada's finest train over the best new railway ever constructed.

Regina Day Express

Leaves Winnipeg at 8.45 a.m., except Sunday, via beautiful Assiniboine and Qu'Appelle Valleys. Diner, parlor car. Elegant day coaches

CITY TICKET OFFICE: 260 Portage Avenue.
Phones: Main 5378 or 7098.Tickets via all Transatlantic Lines and Cook's
Tours Agency.

GRAND TRUNK PACIFIC

GRAND TRUNK PACIFIC

GET THIS BOOK

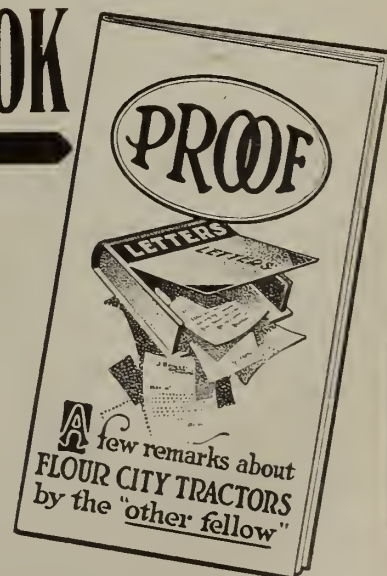
This little 24-page booklet, giving the actual, every day experience of a few of the many hundred owners of "FLOUR CITY" TRACTORS, will go further in demonstrating the superiority of our Tractors, than all the talk you could listen to in a week.

"FLOUR CITY" TRACTORS

back up every claim we make for them right in the field, as evidenced by the many letters we have received from enthusiastic users. The greater Power, Strength, Dependability and Economy of "FLOUR CITY" TRACTORS are fully brought out in these letters, which you should read before buying any other tractor.

Remember, the "FLOUR CITY" has won FOUR GOLD MEDALS IN FOUR YEARS at the World's Motor Contest at Winnipeg—more evidence of its superiority. But send for this book today, and read for yourself the experiences of "FLOUR CITY" owners.

KINNARD-HAINES CO. MINNEAPOLIS, MINN.



Getting Prospects.

For years a merchant in a western town had endeavoured to keep track of the new customers who entered his store. To do this necessitated his inquiring the name and address of each stranger who made a purchase.

Sometimes this information was cheerfully given, but very often the question elicited a grouchy response.

The dealer appreciated that, by means of circulars, letters, &c., he could often renew the interest of the erstwhile customer in his store, and perhaps get a chance to supply his further requirements. Never would he be favored, however, if the customer was offended by a request for his name and address, apparently simply to satisfy the vulgar curiosity of the clerk.

To obviate the danger of being misunderstood, this merchant cautioned his clerks to first tell the customer what the information was wanted for—that often the firm sent out advertising literature, calling attention to special bargains and seasonable goods, such matter going to a selected list of names and proving of mutual benefit.

Prosperity.

This is a blissful condition in which everything is coming out with a great noise.


During prosperity, money is very plentiful. It is so easy to make money that if a man didn't hurry up and spend it he would have to take it home in a wheelbarrow every evening. Most people work half a day during prosperity earning money and the other half getting rid of it.

Money during prosperity is like the button in the old game, "Button, button; who's got the button?"

As soon as a man gets money he passes it on to his neighbor, and the man who has it when hard times come is prosecuted for running a trust.

Prosperity is a very fine thing, and makes a man feel like a president as he stands in line shaking hands with \$10 bills as they go by. Every one has a fine time during prosperity except the poor bank clerks, who go home with lame backs every evening.

Prices are very high in prosperity, because no one is going to spend \$5 worth of time haggling over a 10 cent rise in the price of beef steak. For this reason prosperity is a good thing for trust magnates who put up the prices in order to save people the trouble of waiting for change, and



**THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION**

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, OCTOBER, 1912.

then forget to lower them when the good times have passed. A trust magnate is the most forgetful man alive this way.

During prosperity people eat porterhouse steak for lunch and buy piano-players on time. They trade perfectly good automobiles for better ones with brighter paint, and cry with disappointment because they can't get a room with a \$2.00 bath in a country hotel.

Railroad owners regard prosperity with great affection because they can double their capital stock with a bottle of ink and a few reams of paper, and can make the whole thing pay dividends. Later on when a nickel looks as large as a millstone they can usually persuade the Interstate Commerce Commission to let them raise freight rates so as to keep them from going into bankruptcy until prosperity returns and they can print some more stock.

Prosperity is lots of fun, but we would be better off if we had less prosperity and more savings banks.—George Fitch.

The Grouch.

You can see him coming from afar off. He has a fixed scowl and a dyspeptic expression, and his mouth has a sarcastic sag at the corners. If you happen to see him first—side-step and get round the nearest corner. If he gets you, he will leave you in a

condition of mental jaundice and with a taste on the palate of your soul as though you had absorbed a pound of quinine powder.

He is a human miasma, a two-footed coyote, who is eternally wailing out his curdled philosophy, to the detriment of all who meet him.

The merciful of us say that it is just one of his bad days, that he got up on the wrong side. This is not so; the grouch wants to get up in the wrong position, he wants to snarl and whine and complain, and he is never happier than when he is reviling something or somebody. Such a man should be dropped in the middle of the Sahara desert. He affects everyone he meets, and instead of diffusing a ray of happiness around him, as is the duty of every human individual on earth, he permeates the atmosphere with a pestilent peevishness wherever he goes. It is so easy a habit to acquire—the grouch habit.

You get up late, lose your collar button, tear your tie, tread on the cat, break your shoe lace, fight with your wife and leave her in tears, get splashed with mud by a passing auto, and, finally, lose your car and get to business late.

A man suffering from such a humorous morning is usually about as genial as a skunk. He has to cut out the feeling right at the start, somewhere about the treading-on-the-cat stage, and he

has to go easy and not fly off the handle.

The judgment of many courts depends more on the condition of the judges digestion than on the inflexible scales of Justice.

The grouch may, even so, be afflicted with a chaotic interior, but that is no reason why he should curse to everyone he meets about the heat, the cold, the cost of living, the worry of business, the political situation, etc.

In fact, it would be extremely hard to find any one single thing on which the chronic grouch would not vent his spleen—that is, unless it were directed against his own particular failing.

"Laugh and the world laughs with you; weep and you weep alone," is a good philosophy, and we see it every day in our business life.

People avoid the grouch; he is a melancholic shower bath of condensed misery for all who listen to him. He ought to stop and laugh. If he can find nothing particular to laugh at, let him go to the first store window where there is a mirror. Whenever he confronts it he wants to laugh—at himself.

Farming in Rhodesia.

In far-away Rhodesia, beyond Cape Colony, beyond what once were the Orange Free State and Transvaal, beyond the green surface of the low veldt and the cool hill country of the high veldt, lies one of the best farming districts in South Africa.

This country has been called "The Land of Sunshine," since there they get sunshine six days out of every seven. There is no such thing as winter, as we regard winter in Western Canada, in that land, only a brief rainy season, and then the sunshine again. Rhodesia is essentially a product of that great Empire-maker—the late Cecil Rhodes. He lies now entombed on the crest of the Matoppo Hills, keeping watch and ward over the country that he wrested from the African wilds.

Rhodesia is a young colony, and, as far as agriculture goes, only some six years old. Their methods are as yet a little primitive in Rhodesian farming, yet, strange to say, they have the most modern implements that money can procure. The southern part of Rhodesia—apart from the immense area farther north—is nearly as large as the provinces of Manitoba and Saskatchewan

combined. Naturally, over a large area soils vary greatly, and a considerable area in Southern Rhodesia is a soil of granite formation, not profitable for cereal crops, but producing, as it does at present, a great quantity of tobacco. In 1909 the leaf crop came to 100,000 pounds; in 1911 it was 600,000 pounds. The great drawback, however, to farming in Rhodesia is lack of labor, since the native has an inherited dislike to exertion, while white men are impossible to secure as help. In the tobacco farms a sufficient supply of labor is essential all the year around—and the Kaffir cannot be depended upon as a permanent field worker.

Maize, oats, wheat and barley are mostly grown on the greatest acreage of Southern Rhodesia, the staple crop being maize, which is to the farmer there what wheat is to the farmer of Saskatchewan. Every settler looks to maize as his first crop, and, unlike wheat, the yield increases yearly as the land is cultivated. On unmanured soil 15 to 18 bags, each of 200 pounds, are grown, and even 30 bags to the acre is by no means uncommon. However, it is found there, even as in Canada, that a crop rotation will have to be followed, or that new land will have to be broken in order to save and rest the older fields. Two hundred to four hundred acres is the average size of the farm in Rhodesia, and the soil has a natural dampness, growing a good winter crop of wheat and oats, barley or rye. It is not found advisable to grow a summer crop of wheat or oats on account of the rain, being risky on account of rust.

It must be recollected that Rhodesia, being south of the equator, has summer while we are enjoying the beauty of the blizzards. The Government are carrying out a system of general irrigation to render the soil still more productive by a constant supply of moisture in the event of a dry summer such as has been in South Africa this year.

None of the Rhodesian settlers advise a man to start farming with less than \$2,500, and do not advise him to start until he can produce \$4,000 to \$5,000. Implements are costly on account of the long distance they have to be taken from Cape Colony or from points a great way south of Rhodesia. There is practically no such thing as an implement dealer and the implement business is carried on by means of salesmen and catalogues.



Mr. Claud Mitchell.

The gentleman whose photograph we reproduce has recently been appointed Western manager for the Empire Cream Separator Company, having his headquarters in Winnipeg.

Mr. Mitchell is eminently adapted for the position, having had a wide and varied experience in the farm implement business.

He was born in Brant county, Ontario, in 1871, and was educated at the High School in Brantford. After passing through the complete course of study at that educational institute, he decided to follow a business career, choosing the implement world for his initial effort.

Getting a position in the sales department at Brantford, in the head office of the Cockshutt Plow Company, Mr. Mitchell remained with that well-known concern for a period of almost twenty years.

During that time he was steadily connected with the selling force of the Cockshutt Company, and for them he travelled extensively in England and South Africa, as well as in Western Canada. For three years he was in South Africa, going to that country in 1904, shortly after the cessation of the Boer war. From Cape Town and Port Elizabeth in Cape Colony, east to Durban, Natal, and north across the farm lands of the high veldt, to the mining city of Johannesburg, he covered an immense area of that southern country in the routine of his work as a salesman. South Africa presents many diverse conditions of soil, requiring different types of implements; consequently the knowledge of the implement man in that country must be of a comprehensive and varied nature.

Returning to Canada, to the head office of the firm, Mr. Mitchell continued in their service until very recently, when he was appointed to the important position he now holds.

Dealers Should Study.

The one thing that will protect the dealer better than anything else is good, reliable and extensive information; the sort that comes, not from a half-hour interview with the agent for some specialty, but the sort that is dug out by careful and deliberate study, by much reading, by more thinking. As soon as it is evident that such a thing as a milking machine, for instance, is needed, and may sometime be invented, it is the dealer's place to keep constant watch for any source of information on the subject; what difficulties will have to be overcome, what progress is being made. If a government bulletin is issued on the subject it is his place to get and to study that bulletin, to study all available literature regarding it, always believing that some day every mechanical contrivance that is really needed, no matter how difficult, will be produced.

Watch the advertising columns as well as the text matter of the trade press. Watch what the farm papers are saying to their subscribers on the subject, and what the advertisers are offering to the consumer direct. Keep so well posted on the subject that if an agent should happen along he may be talked with intelligently, not from the standpoint of his own machine solely—with which his intimate knowledge would give him an advantage over any dealer—but from that of the whole problem; be prepared to ask questions about all the difficult problems and drawbacks and setbacks that all the experimenters have met with as they are or might be applied to his machine.

In other words, the implement man is a specialist in farm machinery and should take personal interest enough in his specialty to want the latest word along all constructive, experimental and needed lines of mechanical farm appliances—what they are for, what they can do, what they need to do; he should make all this a study as a matter of recreation long before the subject becomes one of commercial interest to him.

To cultivate kindness is a valuable part of the business of life.

Personal.

W. T. Williams, who formerly ran an implement business at Cromer, has sold out.

T. Moffett & Co., of McTaggart, who carried on a hardware and implement business in that centre, have sold out.

McWilliam Bros., implement dealers in Ernfold, have sold out their business to two partners named Ryan & McDonald.

E. Plyley, an implement dealer in Allan, has sold out his business to another man in the implement game—one named Jos. Heisler.

A new company, the Farmers' Machine Co., Ltd., has been incorporated, and has commenced operations in the thriving town of Watrous.

Jacob Heppner, who ran an implement business at Loewe Farm, has been succeeded by a dealer of the same name—one D. Heppner.

Larson Bros. & Hinck have opened a new implement concern at Grassy Lake. They succeed the firm called the McNicol Hardware Company.

Tackaberry and Bailey, who run an implement business in Brock, have sold out to W. J. Johnston. The latter implementarian enters the business in Jan. 1st, 1913.

Beatty Bros., of Fergus, Ont., and Brandon, Man., have purchased the plants and business of the Wortman Ward Co. These plants are located in London, Ont., and Winnipeg.

The Grand Detour Plow Company, of Dixon, Ill., are doubling the size of their factory at that point. They also are installing a great quantity of new machinery, and hope, by November, to be in a position to double their output.

Michael Drabiniasty has given up his implement concern at Cudworth, and has opened an implement store in Blaine Lake; while, in the same town, other two new implement businesses have been commenced by Colleaux Bros. and Heurung and Perry.

Owing to the vast increase in the volume of their business in Canada, the M. Rumely Co., of La Porte, Ind., will erect a large warehouse in Saskatoon. This new building will be erected at a cost of \$175,000, and will be used as a distributing center for Western Canada.

Rumely Products Co. will sell the Adams kerosene gas engine, made by the Wisconsin Engine Co., of Corliss, Wis. This is a

high-class stationary engine of 50 to 170 h.p., designed particularly for cotton gin and irrigation work. Its designer, E. T. Adams, designed the 4,500 h.p. gas engines used by the Indiana Steel Co. at Gary.

Geo. McLaughlin, vice-president and general manager of the McLaughlin Carriage Company, of Oshawa, Ont., and Winnipeg, is at present on a tour through the West. He will visit the branches of the company at Edmonton, Calgary, Saskatoon and Regina. He is accompanied by R. McKenzie, Western manager of the company.

Sam Brown, an expert for the M. Rumely Co., of La Porte, Ind., while operating a new threshing outfit near Virden, Man., slipped on the separator and his arm was caught by the knives of the feeder. It was badly lacerated, but is mending slowly. The number of reaping and threshing accidents this year seems to be phenomenal.

On November 1st of this year, the John Deere Plow Company will create full fledged organizations, properly capitalized, at Calgary and Saskatoon. C. G. Wuthrich will be manager at Calgary, while N. O. Berve will have the same position at Saskatoon. These new organizations will be under the control of H. W. Hutchinson, otherwise they will be entirely independent.

W. R. Morgan, general manager of the Deere Harvester Co.'s plant at East Moline, Ill., recently paid a visit to the West Canadian branches of the company. His main object was to look over the situation in the West, and to consider how it affected his company. He was well pleased with the investigation and the outlook, especially with the results obtained by the "Deere Binder."

Deere & Co., of Moline, Ill., recently disposed of \$10,000,000 of additional stock of the concern. This brings their paid up capital to approximately \$60,000,000. The money obtained from this additional block of stock is to be used in the erection of a mammoth harvester plant at East Moline, also for considerable additions and enlargements to several of the existing plants of the Deere Company.

E. G. Eckerman, of the firm of John Deere & Co., of Moline, Ill., was in Regina during the month of September. He was engaged in making plans for the construction of a new warehouse for that company on the Broad Street site owned by them. The build-

ing, when completed, will have a basement and six stories, and will have an area of 125 feet by 125 feet. The basement will be excavated this fall, the superstructure will be proceeded with early next spring.

J. M. Thompson, manager for the West for Beatty Bros., of Fergus, Ont., and Brandon, Man., has just returned from an extended trip through the West. He reports business as being good, and has closed with the superintendents of the Dominion Government Experimental Farms at Indian Head and Lacombe for the installation upon those farms of Beatty hay carriers and modern sanitary stable fittings. These modern appliances will be installed in the barns recently erected at the Experimental Farms.

Sir Lyman Melvin Jones, president and general manager of the Massey-Harris Co., arrived in Winnipeg on October 1st en route for the West on his annual inspection tour of the branch offices and warehouses of that company. On his trip West, via Yorkton, he was accompanied by C. H. Whitaker, manager at Winnipeg, G. Forsyth, manager at Regina, and H. Aird, manager at Saskatoon. He will be met out West by A. W. Trickey and H. Baker, the managers for the Massey-Harris Co. at Calgary and Edmonton.

Automobiles in Australia.

In the district of Melbourne, Australia, in the year 1911 American automobiles to the value of \$443,992 were sold. It is noteworthy that the Australian farmer realizes that the automobile is a paying proposition, and in that country farmers are adopting this modern means of locomotion.

Referring to the state of Victoria, a Melbourne publication says:

"One hundred cars a week. This is the roll of Victoria's purchases. The man in the street might be inclined to say that the great prosperity of the country has urged the people on to extravagance. A careful consideration of the subject, however, would prove that in the majority of cases economy was the real reason. It is not so much a matter of pleasure, but of service, that brings the people in to get a car. The farmer realizes that there is a saving in a good many ways in possessing a car; in fact, a saving in every way. The farmer

without a car can no longer compete with the farmer with one. With good roads and a good car, important business journeys can be accomplished and work resumed again on the farm while the horses would be still plodding on the way. Trips to the capital can be made by car where by horses they were impossible. The business people of the cities are waking to the fact, too, that they must employ the motor; and drapers, bakers, butchers, and all other trades are quickly passing by the horse in favor of the better and cheaper means of locomotion. Thus it will be easily seen that the growth of the car and the extension of its fields of operations are evidences of economy rather than extravagance, and as time goes on the numbers sold now must soon be doubled."

Preventing Hail by Lightning Conductors.

In France the annual losses caused by hail and lightning are estimated at approximately \$20,000,000 to \$30,000,000. Two French landowners, weary of continual loss, have invented an apparatus called the "Paragrele" or Hail Preventer. The inventors call it an "Electric Niagara," and already it is extensively installed in Europe, and has had wonderful results in protecting farming and vineyard districts from damage by hail. The theory of the inventors is that these instruments, by their effect upon currents of atmospheric electricity, are capable of preventing the formation and fall of hailstones. The French Government have taken up the invention and have formed a special commission of enquiry regarding its adaption all over the country. The majority of French scientists have long believed that atmospheric electricity was responsible for the formation of hailstones, and previous efforts have been made to prevent this curse of the farmer by means of lightning rods.

However, no make has proved so successful as this new "Paragrele" with its multiple conducting points, transmitting the electricity from the clouds to terra firma.

The apparatus is very much like a lightning rod and consists of a terminal to top the clouds of electricity, usually made of pure copper, but any good conductor will do. It is usually made in an ornamental form, such as an aloe, and has a removable "collar" to get round the weather-cock or

the cross, etc., of a church tower, factory chimney, or other high projecting object. As a rule, it is at least 33 feet above the top of the highest trees in the neighborhood. The conductor, which passes the electric fluid off to the earth, is made of thick copper plates enclosed in a lead casing to prevent oxidation, and is generally properly protected from the weather. Sharp curves and sudden turns, bends, etc., must be avoided as much as possible. To the lower end of this conductor is fixed the diffuser, also of copper, placed in a pond or well, running stream, or, best of all, in an underground water course.

The cost of erection of these hail preventers in France is about 20 cents per acre in the protection of a district.

Such a system employed in the hail belts of Western Canada should prove of great value. Again, it seems to indicate that any farmer at all, especially those in the region of a hail belt, would find it profitable to install lightning conductors on their barns and dwellings.

Threshing Grain by Electricity.

The Ontario Hydro-Electric Commission gave a demonstration on the farm of J. W. Might, near Cooksville, Ont. This is the first of a series of such demonstrations planned by the commission, in each of which the pressing of a button sets the wheels in motion and the threshing machine is in full operation at once.

After a year's careful study of the applications of electricity on the farm and a twelvemonth of fine figuring to the lowest cost for its distribution to farmers, the commission has begun a tour of the sections of the province to which Niagara power may be supplied most cheaply.

The demonstrations are intended to be educative in their purpose, but the ambitions of the commission will not be satisfied if that is all that is accomplished, for things are now in such a state of readiness that contracts can be made at once with the farmers of those various districts and power distributed to them before the snow falls.

"Now," said the school teacher during reading lessons, glancing round the class, "can any of you tell me what is the meaning of divers disease?"

"Please, ma'am," said Tommy, with superb confidence, "divers diseases is water on the brain."

Implements that the Farmers Want Are the Implements to Sell

Farmers are appreciating more and more the saving in TIME, POWER, LABOR and EXPENSE that can be realized by using good implements. This explains why they insist upon getting "JOHN DEERE" Implements when they can buy other lines for less money—QUALITY COUNTS.

Quality has made the name "JOHN DEERE" world famous. Farmers know that when an implement bears the trade mark of "THE LEAPING DEER" it will give Quality and Service.

Give Your Customers Quality and Service

AND YOUR SUCCESS IS ASSURED

"JOHN DEERE" IMPLEMENTS GIVE BOTH!

Quality explains why the most successful implement dealers are "John Deere" dealers.

Profit in your business comes largely from being able to sell to each customer more than once. The first order does not mean much only in as far as the purchase pleases your customer. If he is satisfied he will come back; if you keep on pleasing him he will keep on coming back and will bring his friends with him. Farmers who buy "JOHN DEERE" Implements from you will be the best advertisement you could possibly have.

THE LONGEST FULL LINE

Is the "John Deere" line. This means a great deal to the dealer, being in a position to supply his customers with every implement that they require for practical farm operation in Western Canada.

THE BEST FULL LINE

A chain is no stronger than its weakest link. The implements you handle should measure up to the highest standard. "JOHN DEERE" Implements have been the STANDARD by which all others are measured.

THE BEST ADVERTISED LINE

As well as being the most favorably known, "JOHN DEERE" Implements are the most widely known. Our extensive advertising in all the leading Farm and Trade papers, The Furrow, and our Better Farming Catalogue, together with our follow-up system, give our dealers the greatest possible assistance in bringing them business.

*Quality and Service are the things your customers remember
"John Deere" Implements Give Both*

JOHN DEERE PLOW CO. LTD.

Winnipeg

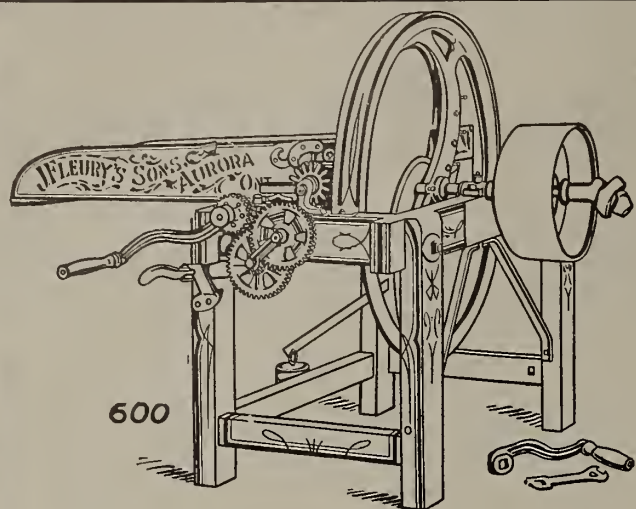
Regina

Saskatoon

Calgary

Edmonton

Lethbridge



== STRAW CUTTERS ==

The Famous Fleury Line

Hand, Belt or Rod Power

A wide range of Straw Cutters, from the small 8 inch feed, hand lever cutter, to the large Ensilage Cutter, with a 14 inch feed—equipped with steel carrier, feed table and elevating pipe—cutting and elevating from seven to fifteen tons of corn per hour.

Straw Cutters that will suit every one of your customers. Operated by Hand Power, Rod or Belt Drive.

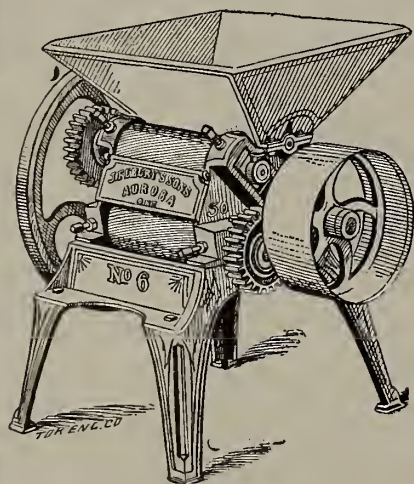
Good Luck Horse Power

With Grinder Attachment

This is a Feed Mill and Grinder combined. Hopper and Grinder Head can be removed and Horse Power can be used for operating other Farm Machines.

This is a very superior machine; will grind all kinds of small grain into fine, medium or coarse meal.

One of the most convenient machines with which to supply your customers.



== Roll Crusher ==

Whatever your trade requires in the way of Roll Crushers, we can supply. We carry in stock the following:

No. 2	-	-	12 inch 2 roll	-	-	-	Belt Drive
No. 3	-	-	12 " 2 "	-	-	-	Rod Drive
No. 4	-	-	12 " 3 "	-	-	-	Belt Drive
No. 5	-	-	14 " 2 "	-	-	-	"
No. 6	-	-	14 " 3 "	-	-	-	"

These machines are simple in construction, are strong and durable. Rollers can be recut when corrugations become worn.

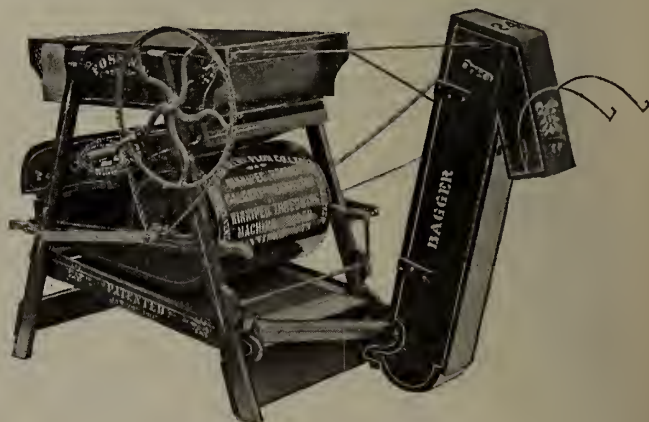
Fosston Automatic Grain Cleaner

The Fosston Fanning Mill is both a Grader and Cleaner. Is built in two sizes—No. 24 and No. 31. No. 24 Mill is 24 inches wide. No. 31 is 31 inches wide. Baggers for either mill can be furnished.

Power Attachments can be supplied, and easily coupled to either of these mills.

Feed is so arranged that operator can reach and regulate same while operating mill.

Furnish your Trade with **THE FOSSTON CLEANER**—the best satisfaction will be obtained.



JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina Saskatoon Calgary Edmonton Lethbridge

THIS IS THE STEEL AGE

THE LATEST IS A STEEL CUTTER



No. 205. BROCKVILLE STEEL CUTTER WITH FORE DOORS.

PRESSED STEEL SIDE
PANELS, BACKS AND DASHES
STEEL FORE DOORS
SELECT HICKORY GEARS

The very Latest, the Strongest and most
Durable—Practically an

INDESTRUCTIBLE CUTTER

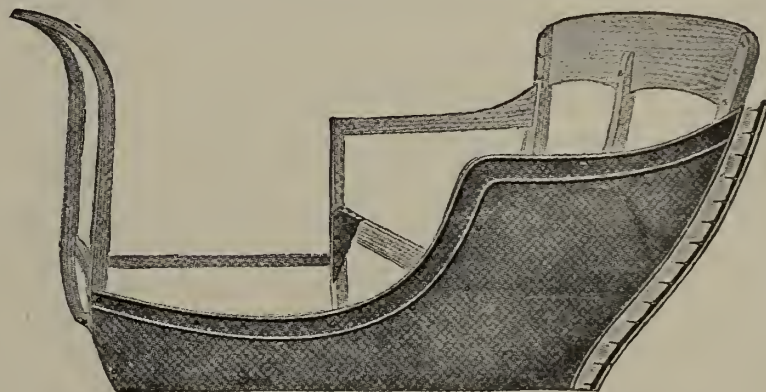
ALWAYS LEADING

BROCKVILLE cutters have always been recognized as the most stylish, comfortable and serviceable winter vehicles used in North America. When an improvement of any sort can be effected, it always comes out first on the "BROCKVILLE" line. STEEL FORE DOORS were first used on BROCKVILLE CUTTERS and nothing in its construction ever added so much to the comfort and appearance of the cutter. This Fore Door device is patented and is an exclusive BROCKVILLE feature. While leading in every new departure, its substitution of FINE PRESSED STEEL for WOOD bodies makes an entirely new and daring record in carriage building, and the BROCKVILLE CUTTER for 1913 will have

PRESSED STEEL PANEL BODIES—SIDE PANELS, BACKS AND DASHES ALL OF PRESSED STEEL

CUTTER TROUBLES CURED !

Cutters are used in a season often of excessive moisture from melting snow which very quickly finds its way into the wood panels. They have to meet the roughest usage to which a carriage of any kind is subjected and the panels open up very often before being used one season. STEEL PANELS put an end to this, and the sorry spectacle of checked, warped and split panels—mouldings broken or knocked off and having to be tacked on again. THE MOULDING ON THE STEEL PANEL IS A RAISED PART OF THE PANEL ITSELF. There are no defective joints to open up. Corners are covered with angle steel specially rolled for this purpose.



No. 205. CUTTER FRAME WITH STEEL-CLAD PANEL.
Note the neat corner iron-moulding that is put on over the joints.

A LASTING FINISH

A better finish is obtained on the steel body than on the wood. The steel panels are treated with a special process which makes the paint adhere tenaciously to the body. Steel does not absorb nor is it affected by the atmosphere. The finish thus obtained is the highest possible in

BEAUTY AND PERMANENCE

GET THE BUSINESS

Double your cutter trade by selling the "Brockville Steel Cutter." Your customers will want it. They are looking for the latest and best, and they know that every line sold by the JOHN DEERE PLOW Co. is a leader. The very best the world offers. A guarantee of

QUALITY AND SERVICE

JOHN DEERE PLOW CO. LIMITED

Winnipeg

Regina

Calgary

Edmonton

Saskatoon

Lethbridge

The Retailer comes into Power.

By HENRY R. STRONG.

It is long since the attitude of manufacturers of trade-marked goods, of advertising agencies and of solicitors for newspapers and popular magazines, has been one of neglect and indifference to the retailer. It has even been an attitude of contempt and antagonism. The idea was, in the past, that the retailer was but an adventitious element in the machinery of distribution, having neither influence nor a will of his own—all that was required was to employ printers' ink by the gallon, so that people were sent in droves to the stores, while the retailer, when they arrived, having nothing else to do and having no power to decree otherwise, smiled sweetly and handed over the advertised articles with a feeling of profound joy for the privilege.

This process has been called "Forcing the Retailer," the idea being that the retailer, by sheer force of advertising, could be forced to stock and sell any article, regardless of his opinion as to its merits, of the profits it affords him, or as to whether he desires to sell it or not.

Every representative of a trade journal who has solicited adver-

tisements for advertised products knows too well how widely this sentiment has prevailed and how deep-rooted it has been in the minds of those he has tried to influence. Who of them has not met with the remark, when it was suggested to use his medium through which to send a message to his readers, that: "We don't care a damn for the retailer; we will advertise to the people and create a demand for our goods, and in that way we will compel him to handle them whether he wants to or not; and as to the question of his making a profit on them, that is his concern, not ours, and we shall not bother ourselves about it."

This policy of indifference and contempt was contemporaneous with the present great era of advertising, and has been so persistent that it seemed as though it would never be abandoned. Yet it seems that an awakening is at hand, and that the retailer is at last to come into his own!

At the present, all of the publications devoted to advertising lay great stress on the importance of cultivating the local dealer; his influence for good or ill has been recognized, and these

papers are doing their best to explode the fallacy that advertising to the consumer can be used like a slave-driver's whip on the dealer, a whip whereby he can be made to dance.

The advertising agencies are now seeing their error, and are paying the dealer a respectful deference, using his trade journals as they have never done heretofore.

As for the manufacturers themselves, about the first thing which they take into consideration when they begin an advertising campaign, is the best methods to adopt in order to secure effective distribution and genuine dealer co-operation.

Again, the policy recently inaugurated by some of the larger magazines of general circulation has been one of conciliating with and reckoning on the retail dealer, and in more than one instance, finding the manufacturer lax in this respect, these magazines have entered upon a personal advertising campaign to the retailer in order to convince him—the formerly "despised and rejected"—of the merits of the goods advertised in their columns.

They were wise, these magazines, for they knew that formerly much of the advertising in their pages was largely nullified and rendered unprofitable through the opposition and antagonism of the man behind the counter. They now try to secure the goodwill and co-operation of the retail distributors of their customers' goods.

In short, the world of business has recognized at last that manufacturer, advertising medium, jobber, retailer, consumer, will have to break down for ever any feeling of antagonism that may exist between them, that their interests are mutual and interdependent, that one is but the complement of the others, that each performs an important function in the machinery of trade distribution, and that, collectively, they furnish a most valuable public service for which they are entitled to secure a reasonable and just compensation.

Big Steamer for Kootenay.

The Port Arthur Iron Works have secured the contract to build for the Canadian Pacific Railway lake service a steamer to ply between Nelson and Kootenay Landing. This vessel will be 200 feet in length, and handsomely appointed. It is expected that when completed she will be the finest on inland waters, and the contract specifies that she be launched this year.

Fall Philosophy.

By C. Y. NICUS.

We are at present confronting the season of the year in Western Canada when the implement dealer stands to make or lose money. This is a busy season for the farmer, and a busy season for the implementarian. The late respected W. Shakespeare, of Stratford-on-Avon, has said:

"There is a tide upon th' affairs of men
Which, taken at the flood,
Leads on to fortune."

It has always been a point of profound cogitation to us when we think how few fellows seem to catch the boat upon that tide of Fortune. Some men get to the dock too early—go to sleep, and the boat leaves without them; other men get there a trifle late and make a jump for it, miss the taffrail, and fall in and get drowned. Other fellows, again; see the boat heading out beyond the pier-head, jump in and swim for it, but can't make it, and sink.

No, sir, a man has got to toddle up the gang-plank at the right time, to present the ticket of his qualifications, and to book a good, reliable berth, before he can safely guarantee that he is on the flood-tide going out upon the sea of Fortune.

Even so with the implement dealer. He cannot at present sit and dream; he must be alive and chasing every shadow of trade in his territory. There should be gasoline engines, wagons, sleighs, cutters—a whole lot of goods, wanted, and he should be first on the ground with an offer while the customer has the purchase on mind. The only man we know of who can really be dead sure that his line will be needed is a coffin-maker. He can afford to sit and philosophize on the brevity of this earthly career—for he knows, wise old gink—that sooner or later we shall all require the latest cut in wooden waistcoats.

Three of the most sad words in the English language are "Too Late" and "Nevermore." These words can be admirably applied to the situation when the implement dealer awakens and sees the farmer being hustled into Bill Smith's store further along the street. When you come to think of it the implement dealer has, as a rule, better chances, and is in a better position to meet his trade than any other class of merchant. He should be able to meet the farmer, at least, half way, and should take the greatest



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than
any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849 Capital and Surplus \$1,500,000,
Offices throughout the civilized world. Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

care that the old man sees his stock. Again, he should not wearily scan the local paper—spit and ejaculate, “Rotten.” It’s up to him, and those like him, to insert good advertisements in the local organ, and to help it make a wider circulation; it is a local institution, and is entitled to his support. It’s strange, but a man can always find something good in a newspaper in which he has his advertisement. Every implement dealer should have a mailing list, and he should keep in touch with every customer. Personal solicitation should never be neglected — by timely circulars — thereby strengthening his advertising. We are no experts in the game of advertising, which, if we are to believe some magazines, contains more “isms” and “ologies” than any 15 college courses — from Applied Science to Ancient Assyrian. To our ordinary idea of things, it seems that the Potential Psychology in making sales (see those magazines) depends upon the prospective customer having the necessary simoleons in his pocket, or the equivalent in credit. It is passing strange, when broke, to find the many things you can do without, and also, Augustus, when thou art well “heeled,” the number of things that you want to buy and that seem absolutely necessary.

This preliminary oratorical canter only means to say that if you catch the unwary son of the soil when he has the wheat money in his wallet—well it’s up to you as an implement dealer—only use persuasion, not a sand-bag. The latter form of salesmanship is considered to be crude. The implement dealer is not likely to do business with a salesman who only looks him up occasionally, who does not keep in constant touch with him. He wants the salesman who comes at him every time he hits the town; it flatters him, and, incidentally, he puts his business the way of that salesman. The idea never seems to strike him that the farmer may have the same idea about his patronage, and feels impelled to put his business the way of the dealer, who shows, by his very apparent desire to get it, that he gives the farmer’s business its full value and considers it worthy of an effort. No patchwork business will do in the implement trade at the present day. Push is necessary, also salesmanship, however much you may think the latter unworthy of consideration. You are dealing in things which are not inevitable necessities—

from you. You are not the coffin-maker who knows that Time to him will bring trade. So don’t languidly sit in the store waiting for the customers to chase you. Get your hat, get out, and chase them.

The Insurance of Aeroplanes

The underwriting of aerial risks has been carried on in a tentative way and as a side line by several German life and accident insurance companies for two years or more. The results of experience to date appear not to have been altogether encouraging to these companies, and all are now carefully circumscribing the scope of their operations. Conditions attending insurance against liability for damages arising from injury to

persons and property have been made highly restrictive; the rates for the insurance of aeronauts (those who go up in lighter-than-air craft) having recently been increased; the insurance of aviators (those who go up in heavier-than-air craft) against death seems to have been abandoned altogether; and the number of aerial policies of any kind which are now being written is said to be very small.

One of the companies which had earlier ventured into insurance of aviators against death recently paid a \$12,000 claim arising from such a policy, and in addition a considerable amount to cover the loss on the aeroplane, which was destroyed. A Swiss insurance company which does an accident business in Germany, including automobiles insurance, etc., has re-

cently abandoned altogether the insurance of airmen and aircraft. During the two years in which it, experimented in the field of aerial insurance it wrote about 100 policies. For insurance against death, it charged an annual premium of \$110 for a \$2,380 policy, and the same premium for accident insurance, giving a daily remuneration of \$2.40 during invalidity. Although these rates were increased later, the company found the business unprofitable. It is said to have sustained especially heavy losses in one aeroplane catastrophe.

“Anything for a quiet life,” is the motto which has ruined the prospects of thousands.

May we learn to be frugal before we are obliged to be so.



ANNOUNCEMENT

The most remarkable price change of the automobile epoch will come into operation October 1st, 1912. It has been made possible by the gigantic increase in Ford production. And it brings the matchless Ford well within reach of the average income.

Runabout	-	-	-	-	-	\$675
Touring Car	-	-	-	-	-	750
Town Car	-	-	-	-	-	1,000

These new prices, f.o.b., Walkerville, Ont., with all equipment. An early order will mean an early delivery. Get catalogue from Ford Motor Company of Canada, Limited, Walkerville, Canada.

Lightning Protection for Buildings.

Commenting on this point, the Strathroy Despatch, Ont., said: "During the electrical storms of the latter part of August scores of barns in this section of the province, with all their contents, were destroyed by lightning, and it has about come to be taken for granted that to be set on fire in a thunderstorm is the natural destiny awaiting every large barn. The scientist who will turn his attention to this problem and devise some really effective plan of protecting farm buildings from lightning will do a great thing for the farmers of Canada."

There are several practical and efficient systems on the market to-day for the prevention of fire by lightning. It has always surprised us how, in a country where electric storms are frequent, any farmer spends money on the construction and equipment of good barns and stables without deeming it essential to have them protected from the power of atmospheric electricity. Possibly the average man does not think much on lightning, on its power and possibilities for raising a fire on its passing from the atmosphere to the earth. The

average man never really worries over the matter until, perchance, he gets in the way of the lightning—which effectually and conclusively prevents the possibility of his worrying over anything.

It is only a month or two since a young man, well-known to the implement trade of the North-Western States, was killed on a golf course at Minneapolis, yet the implement dealer of to-day too seldom handles a line of lightning arresters—and does not think it worth while to impress on his customers how their unprotected barns can be rendered safe from the possibilities of fire. Surely the expense is absolutely justifiable when one considers not only the value of the building, but of its contents.

We have lately pointed out on these pages how the average farm has no adequate means of fighting fire, so the farmer has to see his building transformed into a swirling mass of flame over which he has no power.

For the dealer who wants to give proven facts and figures regarding the damage done by lightning we give

a few simple statistics, and the main fact that should appeal to the farmer is the fact that it is the isolated building that is most liable to be struck, since all records show that the buildings struck by lightning in cities are very few. The metal cornices of a city edifice prove a means of diverting the discharge of lightning.

In the United States, in one year, 713 persons were killed, also 1,842 domestic animals. During the year 1900 the number of buildings struck by lightning in the United States was 1,847. In the years 1885—1892 there were 3,516 fires due to lightning in the United States, with a monetary loss of \$12,663,835, or a little over \$1,500,000 a year. It is notable that during those years the buildings struck included 2,335 barns, 104 churches, and 664 isolated dwellings.

A German electrical scientist has calculated that a shingled or wooden roof has five times as great a possibility of being struck by lightning as has a slate or metal roof, as the latter roofing acts as a conductor for the current. Science shows us that lightning is simply a great electric spark. Rain only conducts a small portion of the electricity in the atmosphere to earth, the current being of an alternating or oscillatory type. The voltage of atmospheric electricity is tremendous, being usually in excess of any current generated by mechanical means. We have all seen how lightning will splinter and shatter a stout oak-tree, which only gives us a faint idea of its Titanic power. A current of electricity that would make the ends of two steel rods, half an inch in diameter, glow to a white heat in thirty seconds, would be a weak current compared with the voltage of the electrical storm discharges during the storm. The man who is eminently adapted for the selling of protective means of nullifying the damage wrought by lightning to the barns of Western Canada, is, obviously, the implement dealer. He meets the farmer all the time, and should realize how selling these protective systems would benefit him financially. He should, therefore, see to it that he adds this line to his stock. There is an endless fund of solid, sensible argument whereby selling talk around these systems is made easy. A farmer may break a machine or an implement, but he can have them repaired. He cannot replace his loved ones, nor his live stock, nor can he, with the same financial ease, build a

new barn or home when he sees before him a mass of gray ashes and charred embers where once stood the building that meant for him a sense of financial security and an increased value for his acres on the wealds of the Western prairie.

A Valuable Prize for the Dry Farming Congress.

The farmer who is able to show the best individual farmer's exhibit of sheaf grain at the Dry Farming Congress to be held at Lethbridge, October 19th, will be a lucky man. Along with the honor goes a prize worth working for — an Emerson No. 60 Engine Disc Harrow, donated by the Emerson-Brantingham Co., of Rockford, Illinois, through their Canadian representatives, Tudhope, Anderson & Company, of Lethbridge.

It is particularly appropriate that such a tool should be offered at the Dry Farming Congress, as the disc harrow is probably the most effective tool in use by the farmers of the dry countries. Being an excellent sub-surface packer, it not only prepares a better seed bed, but conserves moisture — the bank account of the dry farmer.

This machine is a new one, and the only engine disc harrow made, although the manufacturers of it have been making engine implements since the early days of the steam plow. In the past, the power farmer has had to be content with pulling the common horse disc harrows behind his engine, but they are rather light for effective work behind a tractor.

The Emerson Disc Harrow is made in two sections, with a large weight pan between them. The front section throws the dirt out, while the rear section throws the dirt in, thus pulverizing as thoroughly as possible, and yet keeping the surface level. By attaching this disc harrow behind the plows the seed bed can be prepared at one operation. A feature to be considered is the strength of the machine, as any tool handled by an engine must naturally be heavier and stronger than a horse machine. On this the disc blades are one-third heavier than a horse disc, and the spools twice as heavy, with large flanges to reinforce the discs. It has four large bearings to each gang, and one inch square axles. In fact, the total weight of the machine is 1,700 pounds, so it will stand all the work given it.

Dealers Who Don't



REALIZE THE PROFITS made possible by handling the

TOWNSLEY LIGHTNING ARRESTER SYSTEM

are losing money all the time.

Consider the damage done by Lightning in Canada every year. Consider the monetary loss sustained by the farmer who leaves his buildings unprotected. What stronger selling argument can you desire?

The damage wrought by Lightning is a proven fact. The protection given by the **TOWNSLEY SYSTEM** is absolute defiance to that fact.

We want to be represented in your district. Write for our Terms and Contract,

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.

Calgary.

C. B. Beals, of Edmonton, paid a short visit to the city recently.

O. S. Chapin has returned from a business trip to the States where he visited points in the South and East.

S. H. Roe, manager, Tudhope-Anderson Co.'s Calgary branch, spent some days in Winnipeg during the past month.

J. McDougall, of the Lethbridge branch of the John Deere Plow Co., was a business visitor to the city during September.

Threshing is now general in the South, and by Oct. 15 will be well started in the North, providing the weather remains favorable.

Mayor H. B. Atkins, the well-known implement dealer of Didsbury, motored to Calgary with his family to attend the Stampede. He spent a week in the city before returning.

With threshing operations so well advanced early in the season, there will be an enormous increase over last year in fall plowing, which is a most fortunate circumstance, and is welcomed by everyone, as the small amount of fall plowing the last

two seasons has been a very serious matter to the province.

J. A. Latimer, formerly manager of the Cockshutt Plow Co., has left on a business trip to Eastern points, and while away will visit Brantford, Smith's Falls and Toronto.

Ashton Cockshutt, of the Calgary staff of the Cockshutt Plow Co., has returned from a four months' trip to Great Britain and the Continent, having accompanied his father, W. F. Cockshutt, on this trip.

J. J. Wood, collection manager here for the Cockshutt Plow Co., spent his holidays visiting in Manitoba, several days being in Winnipeg, where he attended the Sovereign Grand Lodge meeting of the I.O.O.F.

A well attended meeting of the Alberta Wholesale Implement and Carriage Dealers' Association was held at the Empire Grill on Saturday, Sept. 7, when several matters of interest to the members were discussed.

J. A. Brookbank, general agent for International Harvester Co. here, spent a few days in Banff recently in company with M. J. Rodney, the general agent for the same company at Winnipeg, who was taking a short holiday in the West.

The harvester concerns report a good trade in binders, although largely owing to the uncertain conditions and harvest dragging over such a long period, the sale of binders was not increased as was anticipated, and, consequently, there is quite a heavy stock of machines being carried over by all the companies. On the other hand, the sale of engines and threshers is greater than anticipated, and all the companies are being taxed to capacity and will make a good clean-up on stock.

Considerable interest is being evinced in the forthcoming Dry Farming Congress to be held in Lethbridge, commencing October 19th. There will no doubt be a very large attendance from all over America, and the congress should prove a great advertisement for Lethbridge and Western Canada. Most of the manufacturers of engines, threshers and heavy machinery will have exhibits on the grounds; principally owing to the fact that it would be impossible to obtain shelter for exhibits of smaller goods, most of the implement firms have decided not to exhibit on the grounds, unless possibly traction plows and disks. Most of them will, however, make

special preparations for showing goods at their warehouses and show-rooms.

Harvesting operations are now completed after one of the most peculiar and uncertain falls that Alberta has ever experienced. Ever since early in August the weather has been exceedingly changeable—hot, cold and wet by turns—so that the grain did not ripen very quickly and delayed harvesting operations almost ten days longer than would have been the case had the weather been fine continuously. The great proportion of the crop was gotten off in good shape, however, and, generally speaking, the average yield and the grade will be satisfactory, and much better than for several years. In fact, the Dominion Grain Inspector reports that at this date (Sept. 26) he has inspected more cars of first-class wheat than he saw up to Jan. 1 last season. Of course, on the other hand, there are going to be some very poor samples of grain, as there were a couple of frosts during the early part of September, which have affected the later crops very materially. Fortunately, as already stated, a large proportion of the crop was then cut, or was too far advanced to be harmed.

The Maximum of Power—The Minimum of Weight

THE FARMER'S TRACTOR

This is no mammoth mechanism on wheels, consuming a large proportion of its power to overcome an excessive weight in operation. It only weighs 6,700 lbs., yet it develops 25-35 H. P., using either Gasoline or Kerosene. Its light weight is a great advantage when working on soft soil, yet its tractive power is equal to that of a machine weighing a great deal more. Pulling four 14-inch plows or three binders, it will work day and night if required. The engine is absolutely fool-proof; has no intricate mechanism and requires no expert mechanic to run it.

THE FARMER'S TRACTOR has solved the problem of a light-weight tractor at a reasonable cost. It means

STRENGTH, STABILITY, SATISFACTION

We are now established in Winnipeg and are ready to handle Canadian business.

THIS IS THE TRACTOR DEALERS CAN SELL!

If YOU are a live wire YOU want to get the selling agency for YOUR district. Write us for full particulars.

The Farmer's Tractor Sales Co., Ltd.

301 UNION BANK BUILDING, WINNIPEG

EMERSON-BRANTINGHAM CO.

Rockford, Illinois, U.S.A.

Manufacturers of the Largest and Most Complete Line of
Farm Machinery in the World.

The Foot Lift Line

Plows, Harrows, Roller Pulverizers, Listers, Planters,
Stalk Cutters, Cultivators.

Reeves Threshing Machinery

Traction Engines, Separators and Accessories, Steam
Plows, Clover Hullers, Corn Shellers, Steel Baling
Presses, The Reeves "40" Gasoline Tractor, Saw
Mills, etc.

The Big Four "30"

Four Cylinder, All Purpose Farm Tractor, uses Gas-
oline, Kerosene, Benzine, Naphtha or Distillate, with
economy and efficiency.

Emerson Forged Steel Vehicles

Original in design and construction.

Emerson Hay Tools

The New Standard Mower, Emerson Sweep Rakes
and Stackers, combined Side Delivery Rakes and
Tedders.

Emerson Grain Drills

Plain and fertilizer, Single and Double Disc and Hoe
Drills, embodying many original and distinctive fea-
tures.

Newton Wagons

Invincible since 1854, unequalled in light draft, dur-
ability, workmanship and finish.

Emerson Low Down Spreader

Easy to load, easy to handle, light draft.

Emerson-Rockford Engines

Use Gasoline, Kerosene, Benzine, Naphtha or Distillate
with economy and efficiency. 1½ to 33 horse power.

Sold by Dealers Everywhere.

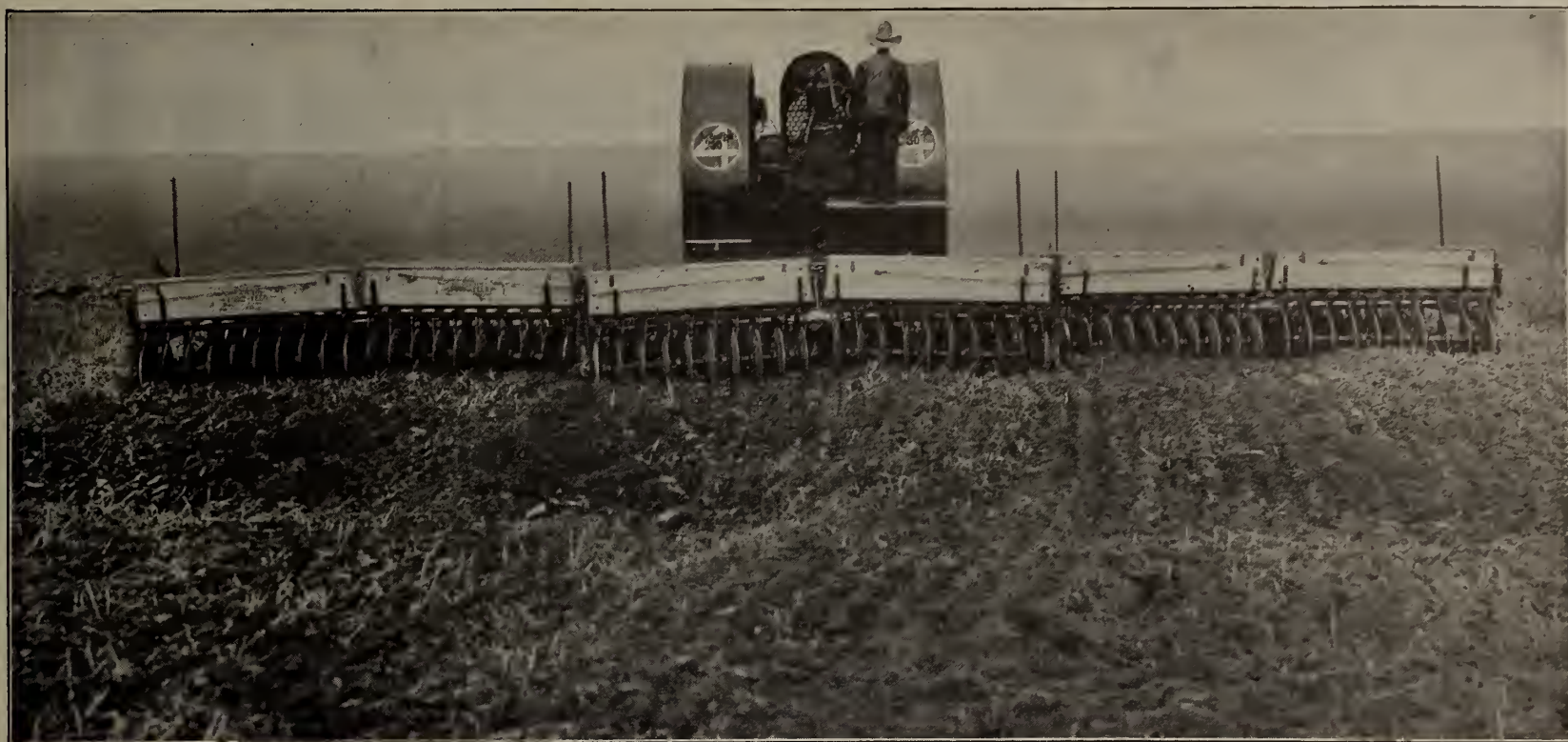
Implement Works at Rockford, Ill.; Carriage Works at Rockford, Ill.; Reeves Works at Columbus, Ind.; Geiser Works at
Waynesboro, Pa.; Big Four Tractor Works at Minneapolis, Minn. and Winnipeg, Man.; Hay Tool Works at Chicago Heights,
Ill.; Grain Drill Works at Marion, Ind.; Newton Wagon Works at Batavia, Ill.; Emerson-Rockford Engine Works at Rockford, Ill.

SOLE CANADIAN AGENTS

Tudhope-Anderson Co., Ltd. MARKET AND PRINCESS STREETS,
WINNIPEG.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

School of Gas Tractoneering Opens Nov. 11, at Minneapolis. Write Big Four Tractor Works, Minneapolis, Minn. for particulars.



A Great Combination

The Big Four "30," three 10-foot Emerson No. 60 Engine Disc Harrows—and one man to run both. A perfect seed bed thirty feet wide and twenty miles long can be double-disced in one day with this outfit, which does the work of at least thirty-two horses and eight men. No wonder up-to-date farmers everywhere are putting their seed beds in perfect condition for spring with this work-saving and result-producing combination.

The Big Four "30's" remarkable efficiency, economy, durability and adaptability are due in large measure to the fact that it was designed from the ground up especially as a farm tractor and was not adapted from a stationary gasoline engine. The Emerson No. 60 Engine Disc Harrow's unequalled record of efficiency in the field has been due to the same cause. It was designed especially for tractor use only, not adapted from the ordinary horse harrow. Both the Big Four "30" and the Emerson Engine Disc Harrow are the work of specialists who have spent years in practical work and experimenting with tractors and tractor implements. Working together they represent the maximum of efficiency and the minimum of labor and expense.

The Emerson Engine Disc Harrow is strong, durable and easily managed. The front section is set so the discs throw out while the rear section discs throw in, thus the 40 16-inch

discs thoroughly pulverize the soil—preparing a perfect seed bed with one operation. Setting all the discs straight makes a good sub-surface packer.

The disc blades are one-third heavier than those on a horse disc harrow, and the disc spools are twice as heavy, with wide flanges to reinforce the discs. Axles are one inch square instead of $\frac{3}{4}$ inch as used on horse discs, and there are four bearings on each gang in place of three on the horse discs. The levers are heavier than on the horse discs and are worked on the outside end of the gangs, giving the operator more leverage than in the center lever construction. The draw bar is fastened to the frame with a clevis around the end of the bar, and the front gangs are connected with the draw bar at both outside and inside ends. The platform is divided in the center and fastened with six U bolts so the discs can conform to their work properly. The levers are so arranged that the rear section can be set at a greater or lesser angle than the front section. At the same time the operator of one lever changes the angle of both front and rear sections on one side.

Rock, sod or sacks of sand or dirt may be piled on the weight pan between the front and rear sections, where there is room for a ton of sod.

The New Emerson Force Feed Seeder

is used on the rear section for sowing all kinds of small grains. By a graduated adjusting device a certain number of bushels of seed per acre are insured and every grain is planted at an even depth and thoroughly covered.

The seed spout extends from the seed box downward in front of the axle, thence down on the back side of the disc blade, in such a manner that trash cannot clog, nor stones or stumps injure the spout. Each disc blade cuts an oval bottom furrow about an inch or an inch and a half in width. In this furrow the seed spout deposits the seed. It is not all piled up, one seed on top of another, as is so frequently the case with a shoe drill, but the seed as it falls in this furrow scatters itself over the bottom of the furrow to the extent of about one and one-half inches in width. Then the next disc covers this seed at a uniform depth with the earth that it has taken to make the seed bed for the seed from the neighboring seed spout.

On the forward side of each seed spout is an opening or shutter device which may be turned by loosening a thumb nut, and the seed scattered broadcast in front of the discs instead of being drilled.

By attaching an ordinary tooth harrow behind this machine, the required dust mulch is made, and the field left in fine shape for the harvester; or where it is better practice to pack the seed bed, the common home-made plank made of three oak planks 2 inches thick, 12 inches wide, and 8 or 10 feet long, an edge of one lapped on top and nailed fast to the edge of the other, drawn behind the disc harrow, will crush all clods, pack the soil and leave a little fine mulch on top, or, if desired, both the planker and the tooth harrow could be used.

This machine is also made 8 feet wide, with 32 16-inch disc blades.

Sold by Implement Dealers Everywhere, and Branch Houses at Leading Trade Centers

EMERSON-BRANTINGHAM COMPANY

Manufacturers of the Largest and Most Complete Line of Farm Machinery in the World.

Sole Canadian Agents:

TUDHOPE-ANDERSON CO., LTD., Market and Princess Streets, Winnipeg.
Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

School of Gas Tractioneering Opens Nov. 11, at Minneapolis. Write Big Four Tractor Works, Minneapolis, Minn., for particulars.

A Training School for Tractioneers.

The Big Four School of Gas Tractioneering will open Monday, November 11th, at the Big Four Tractor works of the Emerson-Brantingham Company at Minneapolis. This is the fourth season of practical instruction in work that means much to our agricultural production. Farm power operators realize the importance of preparing men for this field, as the results accomplished will be largely due to their efforts.

The possibilities of traction farming depend on the man who is to handle the machine—the tractioneer. These men are not simply stationary engineers, but practical common-sense farmers, having a thorough knowledge of their engine and an all-round ability to handle every job that goes with power farming. The tractor pays, but with a man at the helm who knows how and keeps it on the move, who handles repairs and adjustments quickly, leaving in the wake of his machine a big streak of work well done.

It was the need of experienced help, together with the rapidly increasing demand from owners for a better and more thorough understanding of the construction and mechanical features of the Big Four, that led to the opening of the school at Minneapolis. Here the owners of engines, their sons and engineers, and the prospective purchasers may learn the how and the why of the gas tractor.

Practical laboratory work in shop and field is the slogan of this school, to train men to know the engine thoroughly, to operate it properly and to handle the problems that arise in the field.

Lectures are given each morning by the instructor, assisted from time to time by men well known in the engineering profession.

The afternoons are given to practical work in every department in order to drive home the points of the morning lectures.

In the evening the students are divided into groups, and the foremen in the assembling and erecting departments give their attention to the respective squads.

All day Saturday is spent in the testing room, which leads to a thorough knowledge of the motor.

The details of the field work of plowing, seeding and harvesting receive attention, and such points

as hitches for farm implements and arrangement of work are gone into carefully. Brake and dynamometer tests are made, covering the ground completely.

Wireless Telegraphy for Farmers.

The latest use to which wireless waves have been put is as a means to warn farmers regarding approaching climatic conditions. A young English engineer, Mr. Eugene Gratzke, has taken out a patent for an invention which is to provide farmers with wireless prognostics, warning them of approaching storms, frosts or heavy rain-falls.

The idea is to provide every farm in an agricultural district with a special indicating receiver which is acted upon by wireless waves throughout that district.

The invention consists of an indicator working on a standard schedule, divided off in letters and numerals, each of which correspond to some meteorological advice. For instance, "F" represents frost, and on the approach of frost, the Meteorological Office at the observatory send out a certain number of wireless impulses which are so synchronised, or tuned, as to operate on the receivers on the various farms, each receiver automatically registering the letter "F," and at the same time ringing a bell, which is actuated by the wireless waves. The different districts and the time are

represented on the dial by sets of numerals. Such a system of wireless advice to farmers would be a great advantage to farmers in the Canadian West.

The present telegraphic system of reporting coming climatic conditions is of no use to the farmer who may be twelve to twenty miles away from the nearest telegraph office.

If Meteorological Offices were instituted, the instrument in each one could send out reports to a district of several hundreds of square miles in area—and at a comparatively low cost the entire farming world of Canada could be forewarned of the approach of weather which might do incalculable damage to their crops.

A Bureau of Farm Power.

Henry T. Rainey, congressman from Illinois, has introduced a bill into the House providing for the establishment of a Bureau of Farm Power in the Department of Agriculture analogous to the bureaus of animal industry, chemistry, etc.

The bill outlines the scope and purpose of the proposed bureau as follows:

"That it shall be the province and duty of said bureau to investigate and report to said department upon all matters pertaining to methods of furnishing power on farms, and all labor-saving machinery adapted for use on farms, and the use of electricity, gasoline and steam in propelling farm vehicles, in operating plows, reapers, mowing machines, threshing machines and

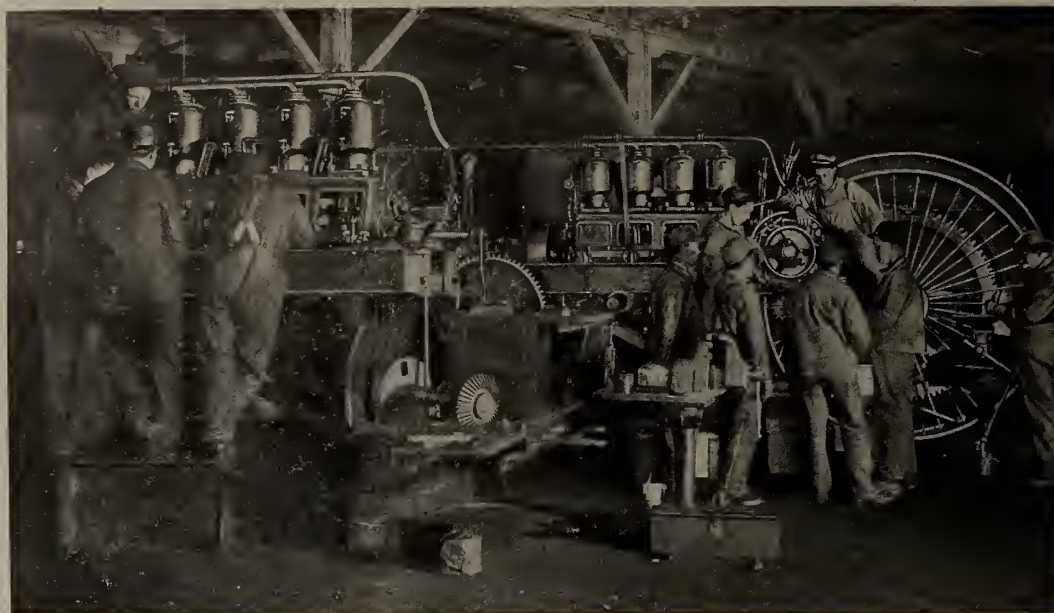
other machines, and implements used in planting, cultivating, harvesting and marketing corn, wheat, oats, potatoes, hay, rice, vegetables and all other agricultural products.

"It shall be within the province of said bureau to make diligent investigations into the matter of machines and labor-saving devices used in the dairying industry as conducted on farms and into the methods of heating and lighting all farm buildings. In general, said bureau is authorized and directed to diligently investigate all machinery, methods and devices which will lessen the amount of labor necessary in agricultural pursuits and lessen the expense of producing and marketing such of the necessities of life as are produced on farms, and to report the results of said investigations to said Department of Agriculture."

Owing to the coming early adjournment of congress, Representative Rainey does not expect action at this session, but expects to push the bill at the next session.

In justification of his proposition, the congressman says:

"The question of farm power is of greater importance than any of the above subjects and is growing more and more important. Labor saving machinery is being invented. I can conceive of nothing so important at the present time as the introduction of labor saving machinery on farms. No literature at all on the subject is being distributed. There is no source to which application can be made for information."



Big Four Students Doing Practice Work on the Erecting Floor.

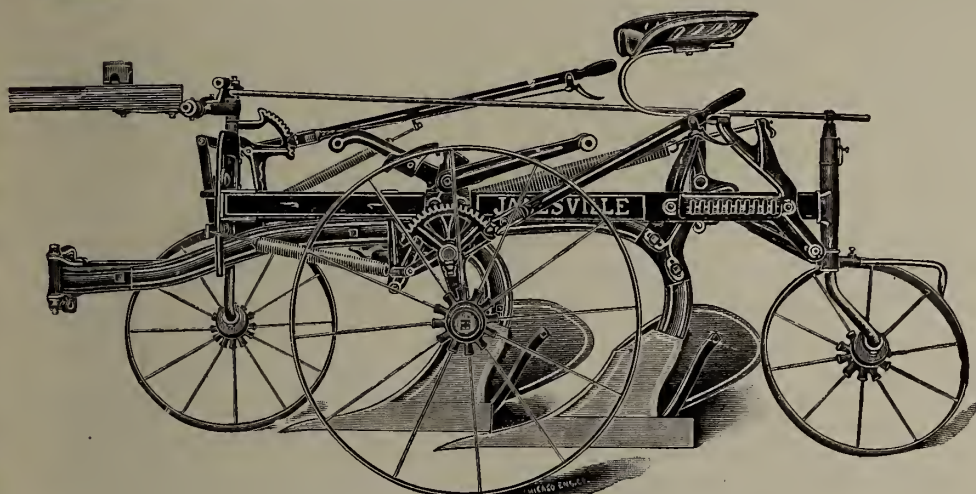
JANESVILLE

Wins Sweepstakes Prize

AT BOTH WHEATLAND AND BIG ROCK, ILL.

34th Match, Sept 23rd, 1912 18th Match, Sept. 28th, 1912

Plowing Matches for Best Work over all classes



Janesville Champion Plow of the World.

16 OUT OF 21 PRIZES

95 and 95½ per cent. of 100 points

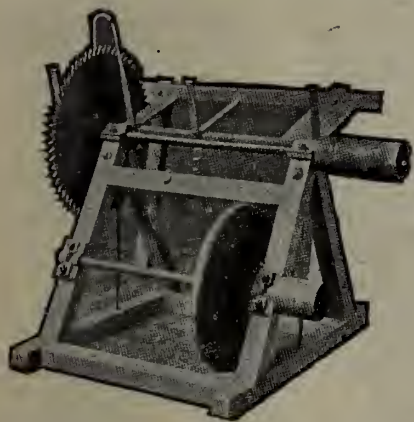
The highest number of points ever given a riding plow in a competition test. No plow has taken as many sweep-stake prizes as the JANESVILLE. GET THE BEST!

Sales Agents:

JOHN WATSON MFG. Co.,
Winnipeg Man.

The Janesville Machine Co., Janesville, Wis., U.S.A.

Wood and Pole Saws and Saw Frames



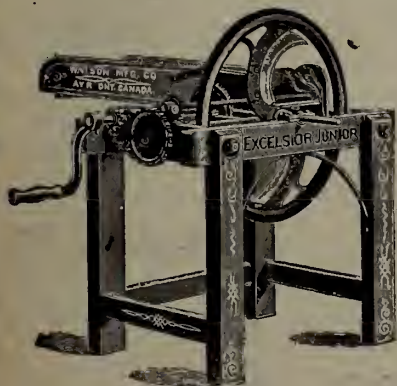
These saw-frames are rigidly designed and are fitted with heavy steel shafts, end boxes, solid fly-wheel and the whole is assembled on a strongly braced frame, capable of standing the greatest vibration.

Our Cordwood Saw is specially designed, with ratchet pulley, furnished regular with 26 inch saw.

Easy to Operate. Safe to Handle.
Combine Strength and Simplicity

SEVEN SIZES AND STYLES
OF POWER AND HAND

Feed Cutters



"Excelsior Junior," a handy machine for those who have no power. Chain drive, very strong and durable. Friction reduced to a minimum. Runs very light and rapidly. Pulley can be easily attached for use with wind or horse power. Cuts from ¼ to ½ ton per hour.

Our Line Includes

- | | |
|------------------------|-----------------------------|
| Pulverizers | Lawn Goods |
| Boss Wood Harrows | Push Carts |
| Boss Steel Harrows | Barrel Carts |
| Channel Steel Harrows | Turnip Seed Sowers |
| Harrow Carts | |
| Wheel Barrows | |
| Warehouse Trucks | |
| Wood and Pole Saws | |
| Farm and Bush Sleighs | |
| Grain Grinders | Feed Cutters (seven styles) |
| Root Pulpers | Roller Crushers |
| Heider Goods | Whiffletrees |
| Horse Powers | Bevel Jacks |
| Light Delivery Sleighs | |

John Watson Mfg. Co.
LIMITED

Chambers and Henry Streets, WINNIPEG

Cement Machinery.

The cement industry is beginning to assume considerable proportions in the Canadian West, and specialists, who should know, inform us that the proper clays and marls are to be found in numerous localities throughout the country. A concern, lately capitalized, with head-quarters at Edmonton, has installed a cement mill a few miles west of that city with a capacity of three hundred barrels per day, and it is likely that similar works will soon be opened at Estevan and other points.

The manufacture of cement making and mixing machinery is one that has grown to be an important factor in the industrial centres of Canada, and while the process was at a time, not many years past, an extremely laborious and unhealthy one, it is gradually becoming almost automatic, and it is hoped in time will be accomplished with the minimum of manufacturing expense and with no danger to life or health.

The organization of local companies at points where the ingredients are to be obtained will prove essentially the inadvisability of the cement merger which was recently formed in the Dominion

to make and handle this commodity; and it is inferred that the large deposits of marl and clay that we have in the West were not known to exist by the promoters when the amalgamation was put through.

We predict that the course of a very few years will see this admirable building material being made locally and marketed at a price that will put it within the reach of every prospective builder.

Cleaning a Motor Engine.

No piece of machinery has yet been made that will last long if it is not kept clean, and the engine of a motor car, which is in a position to collect so much dust, should be cleaned frequently. If dust is not removed from the casing of a machine it is bound to work through the crevices, and once lodged between friction surfaces will soon wear out the working parts. Not only the engine, but the steering gear and its parts should be cleaned frequently.

The best method to clean the mechanism of a motor car is to use a scrub brush that has been dipped in coal oil or gasoline. As both are very inflammable the car should be given suf-

ficient time to dry off before being used. The best time to clean a car is when putting it away for the night.

Exchange of Courtesies.

When J. W. Mitchell was the Russian correspondent of the Associated Press, the head of the German branch of the house of Rothschild visited St. Petersburg, and it became Mitchell's business to find out what had brought the great financier to that city. Mitchell, who is famous for his brilliant brain and and his dull-looking clothes, found and interviewed Rothschild.

At the close of the talk the money king, thinking that Mitchell was a poor fellow on the verge of starvation, fished out of his vest pocket a sovereign, and, with a patronizing air, handed it to him.

Whereupon, the newspaper writer, producing a \$5 gold piece, extended it to Rothschild and said, in a bored manner: "Have one of mine."

There's pleasure in knowing one's not a fool, like half the people one sees about.

The Economy of Farm Machinery

In considering the return which farm machines will make, it should be remembered that the better classes of these machines not only enable the owner to cultivate a great deal more ground than he otherwise could care for, but they also give him the power to do the work very much better than he could possibly do it with hand implements. Thus a wheel hoe in the onion patch or an improved harrow on an inverted sod, will not only save a great deal of time, but will do the work a great deal more thoroughly than it could be done with a hand hoe or with an old style harrow, says The Star Farmer.

The thorough fining of the soil, which can be secured with the better kinds of implements, will both increase the quantity and improve the quality of the crops, and will thus increase the profits in two directions. The saving of time, too, that is made by using efficient machines, is a matter of great importance and one which does not always receive the attention which it deserves. This is especially true in the north, where the summers are comparatively short, and where bad

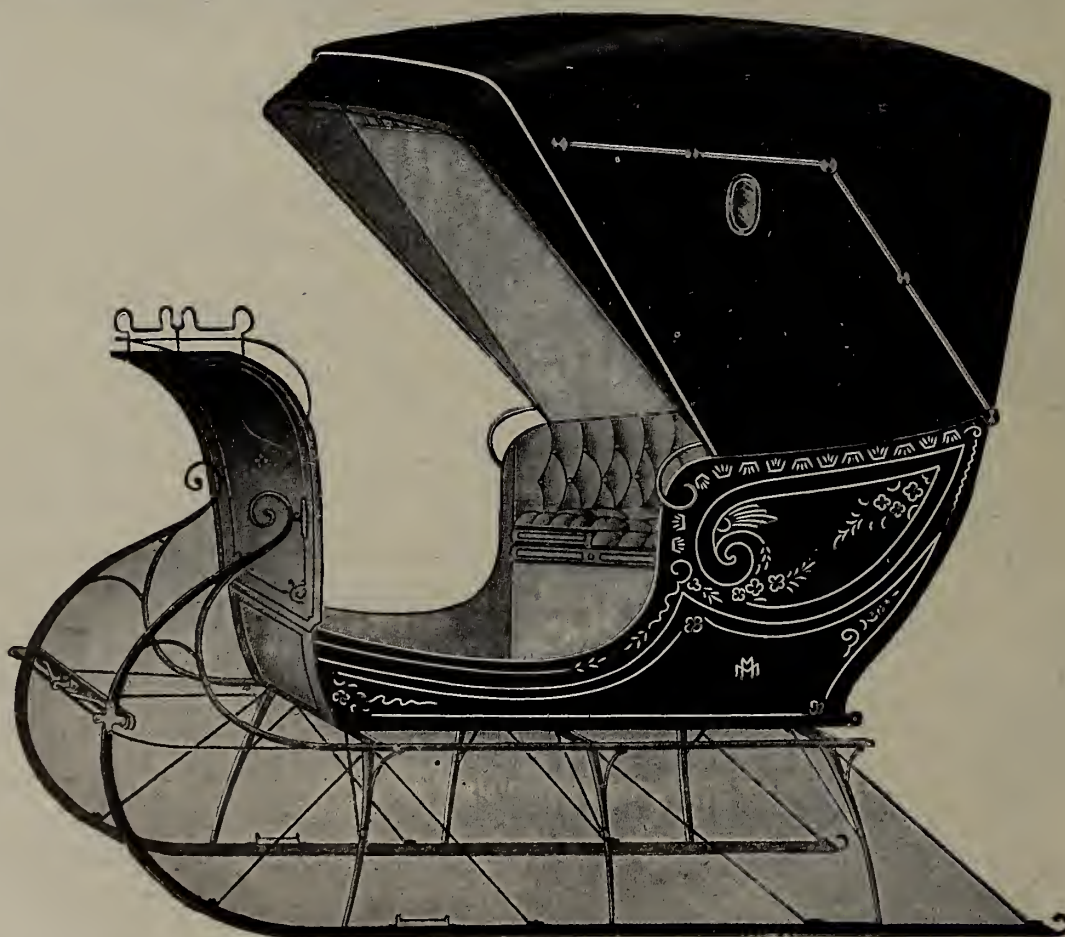
Defy the Blizzard in a

GLENGARRY TOP CUTTER

The Prairie Monarch, the latest addition to the Glengarry line, has closed top with wide extension hood and inside levers.

Can be furnished with storm boards if desired.

Seated in this cutter you can be comfortable in any kind of weather. At the same time you have a cutter that is unequalled in style, construction, durability and finish.



Have you seen our new Shanty Jumper? Everyone who has, agrees it is the swellest article on the market for the money.

Our cutter catalog shows a complete line of Open and Top Cutters, as well as Jumpers and Express Sleighs.

You can't afford to be without it.

Drop us a postal to-day.

Canadian Moline Plow Co., Winnipeg, Man.

weather not infrequently greatly curtails the time in which the actual work of cultivation can be performed. The man who uses machines which enable him to do rapid and thorough work has therein a great advantage, both as regards yield and profit, over one who is equally well equipped in other respects, but whose mechanical aids are of an inferior type.

The Acidity of the Grape.

A contemporary in the States recently instituted a query for manufacturers as to the reason why they could not have a tractor contest nearer home than is our city of the prairies. The secretary of one tractor company in Michigan evidently thinks that we are getting too good an agricultural education in the Canadian West. We venture to think that if Winnipeg were not a good market for the tractor, the tractor would not chug its way so cheerfully to Winnipeg—also, possibly the reason why the Winnipeg test was leading is because Winnipeg recognized things and acted—and did not wait to be shown a lead.

He says in his letter: "We wish to say we are very much in

favor of holding the tractor contest in the States rather than in Winnipeg. The writer never could understand why the Winnipeg test should ever become popular, not that the people in Canada are not interested in mechanical plowing, but we believe shows of this kind and the information to be gained should be brought to the attention of our home farmers first, and the contest held nearer home and also nearer the market from which we expect the largest trade and we are very much against exploiting Canada, as we have already lost too many of our best farmers who have migrated to the Canadian North-west."

Copying American Implements in Bohemia.

Bohemia is a place usually thought to be the abode of artists and authors who wish to mold life into the formation required by their aesthetic souls. The actual country of Bohemia in Europe is a land of great natural resources and remarkable fertility. Most of the country is farming land of a hilly tendency. A prominent manufacturer in Prague, the cap-

ital, a city of 37,000, is of the opinion that if American exporters do not hold on to the considerable machinery trade of Bohemia that it will be taken over entirely by Germany. The fault does not lie with the American machinery, rather with the lack of effort on behalf of its makers. Germany and her factories are near, and their agents are persistent. The manufacturers of Bohemia make greater efforts to sell their products in America than American dealers to sell their goods in Bohemia.

In one instance a sample was requested by a firm in Prague from the American manufacturers—a sample of a commodity that would have had remarkable sales. After two months delay the sample arrived in Bohemia accompanied by a letter asking for payment of the wholesale cost, 75 cents. Such a procedure can scarcely fail to divert the chances of trade to the more obliging houses in Germany. Crop failures and the increased activity of Bohemian manufacturers are rapidly reducing the sale of American farm implements and machinery in Bohemia. There are several large factories in that country making agricultural machinery

and many of the reapers and mowers are absolute duplicates of American machines. These factories copy the American product faithfully, and furthermore, make a full line of repair parts for American machinery which further slams the chances of the American exporter. Bohemian manufacturers resort to all kinds of price cutting. Great interest is taken in gasoline tractors, and there is a great demand for gasoline engines for feed cutters, threshers, sawmills, etc. The American manufacturer will be left behind if he does not realise the possibilities of this country, and the ways in which he could extend his interests there.

His Preference.

Winkleby gazed at the new triplets with fatherly pride, but not a little apprehension in his eye, nevertheless.

"What are you thinking, dear?" asked Mrs. Winkleby, softly.

"Nothing, dear, nothing," he said falteringly, "only don't you think it would be wiser for us hereafter to build up our little family on the installment plan?" —Harper's Weekly.



The Best Ever Gang and Sulky Plow

Is the Most Profitable One to Sell.



WHY?

The **Best Ever** is the best built Plow in the world.

It is the easiest Plow to handle in the field.

It is the most economical Plow for the farmer to own.

It will plow more acres day after day, year after year, with less draft and less cost.

HOW?

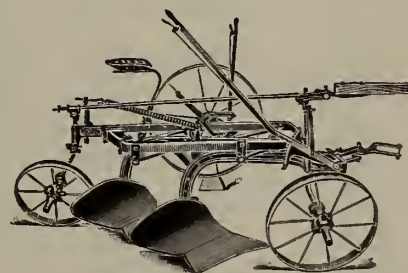
Best Ever Plows are equipped with the famous

ACME GUARANTEED SHARES

Acme Shares are GUARANTEED to be hard—not to break—and are capable of being retempered after sharpening.

The farmer can heat an **Acme Share** in the cook stove, draw it out with a hammer and temper it in the horse trough.

ACME SHARES ARE USED ONLY ON MOLINE PLOWS.



Canadian Moline Plow Co.

WINNIPEG.

CALGARY.

REGINA.

EDMONTON.



Copartnership Between Employer and Employee.

Copartnership is a new school of economy in the relation of labor and capital. It rests on the assumption that capital and labor, being potential factors in production, are each entitled not only to remuneration, but to a share in the profits of production. There have been numerous plans of profit-sharing through the years which have been designated as bonuses, good fellowship, permanent systems, prosperity sharing, etc. In contradistinction to the simple and ancient practice of dividing the profits and paying a portion as a bonus, industrial copartnership in its latest development is a system in which employer and employed share under certain conditions and limitations in the capital, control, profit and responsibility of a business. It is

a movement for more complete identification of interest between labor and capital, and should result in an increase of production by substituting co-operation for suspicion, distrust and active antagonism.

In answer to the demand of working men for a larger return for labor, copartnership offers them an incentive based upon efficiency and willingness to help themselves. Through copartnership, not only the employer and the employed are benefited, but also the consumer should have a return in lower prices through the ending of the waste attending idleness of both capital and labor in periods of conflict.

From the beginning of profit-sharing concerns in the United Kingdom in 1829, until the year 1911, 232 firms have, in some form or another, tried industrial copartnership. It has been attempted in building, mining and quarrying, engineering and ship-building, transport and agricultural paper publishing. Of these experiments in copartnership, 153 out of the 232 have ceased to exist. In most instances this

combination of master and man has failed, although there are at present 76 profit-sharing concerns in the United Kingdom, giving employment to 84,100 people.

The following list gives the causes for the failure of schemes for profit-sharing enterprises between employer and employee:

Causes	Failures
Death of employer	2
Job finished	2
Enterprise abandoned	4
Liquidation or dissolution....	21
Changes in, or transfer of business	17
Losses or want of success...	21
Diminution of profits	9
Apathy of employees	10
Dissatisfaction of employees and grant of increased wages	3
Dissatisfaction of employees.	1
Disputes with employees ...	3
Dissatisfaction of employers with results	40
Grant of shorter hours	2
Different methods adopted in favor of employees	5
Special circumstances	5
Not known	8
Total	153

Methods of Extracting Rubber.

There is no industry in Portuguese East Africa with a brighter prospect than that of rubber exploitation. The rubber forests are extensive, and the landolphia vines from which the rubber is extracted are profuse.

With organization and working capital there is no reason why the export of rubber should not

jump within two years to over 500 tons annually.

There are at present in use two native methods of extracting rubber. The first, that of incision or tapping, is followed by all natives south of the Zambesi Valley, and it produces a high-grade rubber known as Mozambique pink, second only to best Para on the European market.

The other method of extraction, known as pounding, is generally followed in the Mozambique and other northern districts. There the bark is stripped from the roots of the vines or from the vines and is cooked over a slow fire and pounded until the bark is finally pounded out leaving a mass of rubber in all stages of crudity. This rubber is known as Mozambique rooty. It is classed very low, but a large concern now operating in the Mozambique district has perfected the system of pounding to the point of producing a rubber which is rapidly approaching the classification of Mozambique pink.

A Farm of Nineteen Square Miles.

Some ten years ago a farmer named Fred Engen, along with his wife, left North Dakota and headed northwards into the undeveloped interior of Saskatchewan.

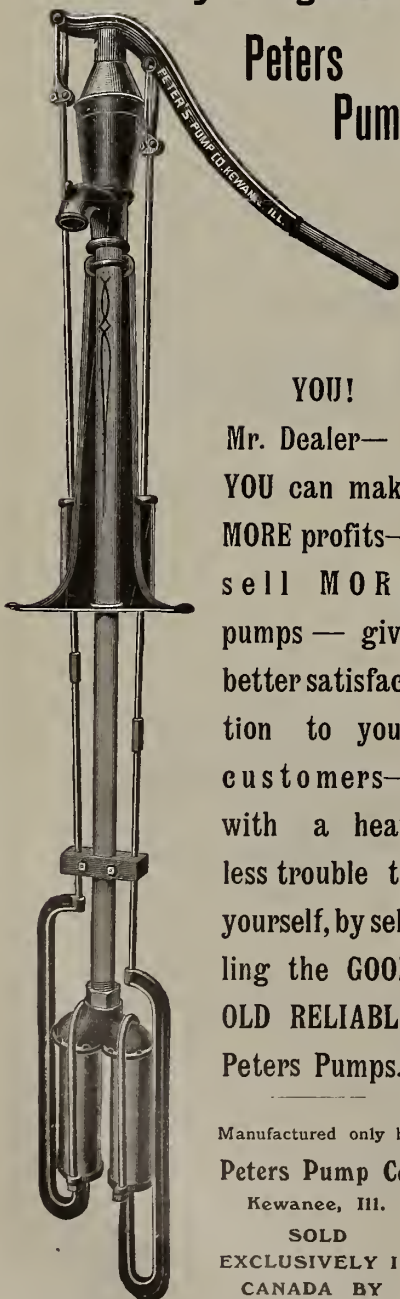
They found land that suited them, settled on it, living for a time in a tent, waiting for the railroad to reach them. They got the railroad at last, then they started in as producers of grain on a large scale, and today Mr. Engen is rated at two million dollars.

Their locality is now known as the Goose Lake country, one of the most productive regions of Western Canada.

This farmer has now nineteen square miles of land under cultivation. This large area is divided into three sections: 1,800 acres are situated about five miles from Saskatoon, nine sections, or 5,760 acres are situated in the heart of the Goose Lake country near Rosetown, and seven more sections, 4,480 acres, are also near the same town, a total of 12,040 acres.

The operation of this immense farm is a demonstration of what implements and power have done for the wheatlands of the West. The owner of this farm holds that the minimum of cost and the maximum of profitable results can be obtained in West Canadian farming by cultivating immense

The Only Original Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell **MORE**
pumps— give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the **GOOD
OLD RELIABLE
Peters Pumps.**

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
**SOLD
EXCLUSIVELY IN
CANADA BY**

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge

BEST SELLING SPECIALTY Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat.



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this specialty a profitable side
line. It appeals
strongly to the farmer
on account of its
comfort. It is an
easy seller and makes
a wagon ride easier
than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.
MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: ST. LOUIS, NEW YORK.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

areas and by using power for tillage and harvesting.

Judging from results in this particular case, it would look as though grain growing in the West would be a much more productive business if all the arable areas of the plains could be put under crop on a large plan, by tens of sections instead of by quarters and halves as at present. Last season Mr. Engen, by using power machinery, harvested his flax crop early, a crop that netted him \$86,000, while all around the same district most of the flax was frozen before it was properly ripened.

Possessing several automobiles, this wholesale cultivator takes his friends over his farm showing them—as he did this fall—18 binders drawn by three gasoline tractors, laying bare a swathe of 144 feet in a field of flax which covered six of the nine sections comprising one part of the farm. Motoring from one section of the farm to another, you can see nothing but level ground cultivated to a degree of fineness, so that the automobile can traverse it at 30 miles per hour. The method employed by Mr. Engen is to leave practically half of his land idle every season. By this means the land does not get sick or crop tired, a thing far too common in the farms of our Canadian West.

The sequel of the early harvest which this devotee of power farming enjoys—while many of his neighbors are worrying over the chances of frost—is the speed with which he completes seeding operations in the spring. Using a large equipment of seed drills and the three tractors, he can seed down as much as two sections of land in a day, that is 1,280 acres of land! This means that with a week of fine weather in the spring he can sow his entire crop ere the small farmer has begun to seed. Hence the early harvest and the certain monetary returns. The big problem for transportation men is how to handle the grain of Western Canada. The tractor enables the farmer to break new land with great rapidity, to seed his crop quickly, and to harvest it more expeditiously than ever was possible in the days of horse power. The tractor, therefore, is placing the annual output of grain beyond the accommodating power of Canadian railroads—and they must advance in freight capacity as the power farm becomes more popular throughout our Western prairies.

Few individuals have either the genius or the necessary capital to run nineteen square miles of land

with as much success as has been the lot of Mr. Engen, yet there are more and more farming syndicates operating under skilled managers in the West every year, and the demand for steam and gasoline tractors is increasing accordingly. This makes it appear that farming on a very large scale is a business for companies not for individuals, and that the day of the huge farm is only commencing. Implements and power machinery are absolutely essential to the cultivation of large tracts of land, and the implement dealer should benefit financially as the adoption of power to modern farming takes place throughout our Canadian West.

Young fools are comparatively harmless; it is the old fools that make most of the trouble in this world.

The Latest Homestead Map of Manitoba.

A publication which should prove of value to every person interested in the progress of Western Canada is now being prepared in the Railway Lands Branch of the Department of the Interior. This interesting compilation which is being issued by separate provinces shows in a most graphic way the land situated up to the beginning of the present year and is known as the Homestead Map of the Three Prairie Provinces. The Manitoba Sheet of the publication is not available for free distribution.

Nothing conveys so forcibly to the eye the rapid manner in which Western Canada is being settled as does this map of many colors illustrating as it does by

a comparatively simple system of coloring the land situated up to the beginning of the present year.

Irrespective of the information with respect to lands which have been homesteaded and otherwise disposed of, the publication contains complete information with respect to Indian Reserves, Timber Berths, Grazing Leases, Post Offices, Railways, Topography, etc.

Like so many of the publications of the Department of the Interior this latest addition to the list is being distributed free of charge. Copies may be obtained upon application to the Superintendent of Railway Lands, Department of the Interior, Ottawa.

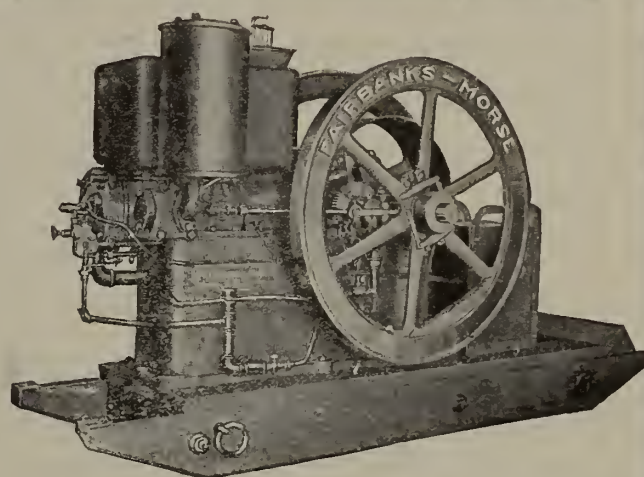
Jealousy is a game that two can play at—neither ever win.

Every Farmer is a Prospect

for one or both of these machines. Our Type N., Horizontal Skidded Engine is made expressly to meet farm needs. Simple to operate, has very few small working parts, uses fuel only in proportion to power developed. This engine has been on the market over thirty years. Guaranteed for a year against defect in materials or workmanship. Built in 5 and 8 H.P. sizes. Don't sell a man a source of annoyance and expense, sell him an ENGINE. The name of

FAIRBANKS-MORSE

protects both him and you.



Our Eclipse Pumper

consists of pump, pump jack and engine complete. It will pump over a thousand gallons of water on a pint of gasoline. Engine is detachable in a few seconds, and can be easily carried away and used to run other light machinery. Guaranteed, as all Fairbanks-Morse goods are. No special foundation necessary. Adapted to any iron pump standard not over 5" diameter at base. Reasonably priced, need only be seen to sell. Write for booklets on any of our lines.

If you are open to handle our line, get in touch with our nearest office.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line gets COMPLIMENTS instead of COMPLAINTS"

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 h.p.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 h.p.
Binder Engines, adapted to all makes of Binders

Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co.,

LIMITED

WINNIPEG

SASKATOON

CALGARY

Montreal

St John

Ottawa

Toronto

Vancouver

Victoria

Standard Electrical Units and their Meanings.

To many in the implement world a great many of the terms used with regard to electricity bear with them a considerable degree of mystification. The dealer—to be up-to-date—must have a nodding acquaintance with electricity. He meets it in the automobiles he sells, in storage batteries for ignition purposes, and he meets it in the home of the wealthy farmer who has done away with the old oil lamps and who has installed a dynamo and storage cells for illuminating his house and barns. We give, herewith, a few of the ordinary, every day units, such as the dealer may come across in catalogues or in advertising literature.

Volt.—The unit of pressure, or of electrical motive force. It is the force required to send one ampere of current through one ohm of resistance. The dropping of voltage—or loss in transmission—depends on the size and length of wire.

Ampere.—The unit of current or flow. The current which one volt can send through a resistance of one ohm.

Ohm.—The unit of resistance, being the resistance of a circuit in which a potential difference of one volt produces a current of one ampere.

Watt.—The unit of electric energy; the product of the amperes multiplied by the volts. That is, one ampere of current flowing under a pressure of one volt gives one watt of energy.

One electrical h. p. is equal to 746 Watts.

One kilowatt is equal to 1,000 Watts.

To find the watts consumed in any circuit, such as a lamp, multiply the volts by the amperes.

To find volts, divide the watts by the amperes.

To find amperes, divide the watts by the volts.

To find the electrical h.p. required by a lamp or a machine, divide the watts supplied by 746.

To find the number of lamps that can be supplied by one electrical h. p. of energy divide 746 by the watts of the lamp.

To find the electrical h.p. necessary, multiply the watts

per lamp by the number of lamps and divide by 746. To find the mechanical h.p. required to generate the necessary electrical h. p. divide the latter by the efficiency of the generator.

It Pays.

When a duck lays an egg, she squats down, drops the egg and silently waddles away.

When a hen lays an egg, she selects a soft spot, drops the egg gently then proceeds to announce the fact to the entire world.

That is why duck eggs have no sale, but hens' eggs bring fabulous prices—especially if of recent manufacture. The hen is a biped who boosts her wares, she produces the goods—I mean the eggs—and she takes care that all within hearing radius know it. The duck lacks ambition, she is secretive regarding her stock and does not want to notify the farmer's wife regarding her latest effort.

The analogy between the duck and the hen, and between dealers who advertise and dealers who don't, is obvious. If you have a well lit, tastefully arranged store window, would you keep the blind down all day? Only a

few people pass your window and look at the goods exhibited. They cannot see all that your store contains—it's up to you to tell them. Women have always recognized the value of advertising. What is a necklace for if not to call attention to a plump and symmetrical neck, and have not open-work stockings an affinity for a well turned ankle? The Ancient Book enjoins us not to hide our light under a bushel, and if this was true three thousand years ago it is surely more true to-day. You can't grow potatoes without seed—you can't get trade without advertising. There was once a dealer in Western Canada who advertised a new stock of implements and vehicles thus:

"John Smith has received a shipment of buggies and general implements."

This ad. occupied two lines in a local paper—the editor noticed the fact through his window, John did not tell him!

Sometimes an ad. of two lines is of more value than an ad. of two hundred, but not if displayed thus: John Smith has ceased business—he slept himself to death.

Implements, however, are still selling in Western Canada.

Are you another John Smith?

It was His Dog.

Hire Sistem, the furniture king, having made his pile, settled down to the pursuits of a country gentleman. He invited his friend, Plane Figger, to make a stay with him.

One day, armed with the latest appliances for dealing out sudden death, he and his friend trudged over the brown furrows, but at the end of three hours they were still looking for something to start the bag with.

Suddenly a hare got up. Bang! came from Hire Sistem. Bang! came from Plane Figger, and over went the four-footed one.

"My hare!" shouted the former furniture king.

"My hare!" cried his friend.

They argued as to whose weapon had worked the mischief. Then the keeper was called up to adjudicate.

"You'd take your oath it's your 'are, would you?" he turned to Hire Sistem, fiercely.

"If necessary, certainly."

"And you'd swear 'twas your 'are?" truculently to Plane Figger.

"I would."

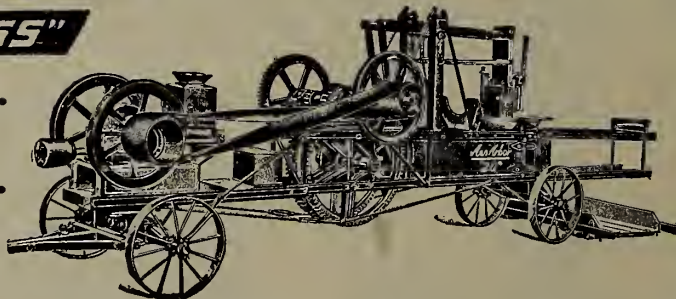
"Then, think yourself lucky you're escapin' seven years apiece for perjury, 'cos it 'appens ter be my dog!"

Ann Arbor 25 Years on the Market

"THE BALER FOR BUSINESS"

ANN ARBOR "35" for 6-10 H.P.
Capacity 20 to 35 Tons in 10 Hours

ANN ARBOR "20" for 3½-6 H.P.
Capacity 12 to 25 Tons in 10 Hours



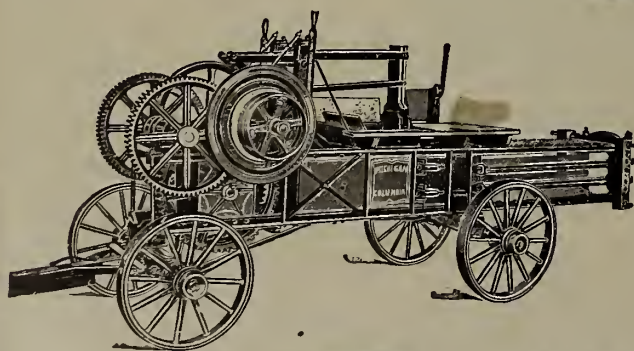
ANN ARBOR "Columbia" for 10 to 16 H.P. Steam or Gasoline
Capacity 25-75 Tons a Day

ANN ARBOR "Horse Press"
32 in. Feed Hole

Capacity 10 to 20 Tons in 10 Hours

Agents wanted for large portion of North-Western Canada. Big inducements Offered.

Write for
New Catalog
No. 43



RIGHT PRESSES and PRICES to secure the Baler Trade.

Ann Arbor Machine Co., ANN ARBOR, MICHIGAN U.S.A.

Why not Make Sure of your Customer?

Isn't it true that selling Plows is a business by itself? Every plow buyer who comes to your place of business needs a plow and your business is to sell it to him.

Whether you sell him a walking plow, sulky plow, or tractor gang you must know what point, share and moldboard he needs. You can't afford to make mistakes because he blames you if the outfit does not prove satisfactory. Is it worth while to take chances on making a good customer dissatisfied when there is an easy way for you to supply him with just the plow he needs?



Oliver Plows give Satisfaction

When you have an Oliver plow contract you carry in stock or sell only plows adapted to your local conditions. That does away with practically every chance of selling the wrong plow. When you know whether the plow is to be drawn by horses or by a tractor, you can't make a mistake.

Besides being adapted to local conditions, Oliver plows have a large number of exclusive advantages over any others. The built-up flexible tractor gangs, centre hitch sulkies and gangs, chilled steel shares and moldboards are all exclusive Oliver features of the utmost importance to plow users. The effect of these features is to make Oliver plows the most satisfactory and most economical plows a farmer can buy.

Oliver plows satisfy your customers. Oliver plows are easy to sell. Oliver plows take up little storage space. Make your plow business an assured success by selling Oliver plows.

Write the nearest branch house for full information about an Oliver plow contract.

WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

I H C KEROSENE-GASOLINE TRACTORS

WELL ADVERTISED WELL KNOWN
WELL RECOMMENDED

I H C Tractors are well advertised—they advertise themselves. In contests and in actual day-after-day work on the farm they make records second to none. Economy, reliability, power—all are demonstrated wherever I H C Tractors are at work.

I H C Tractors are well known. Not merely widely known, but thoroughly well known and well thought of by users everywhere. The machine is simple, making it easy for the owner to know it in detail. Its performance is uniformly dependable, the owner knows what it will do.

I H C Tractors are well recommended. The man who knows a machine can tell his neighbor the truth about it.

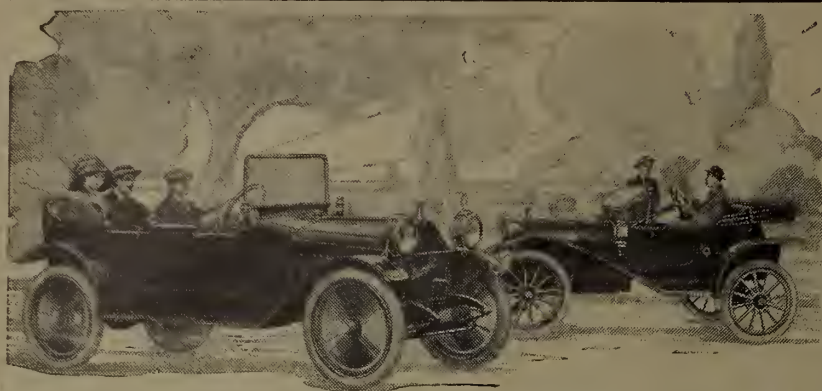


When he is well satisfied he will grow enthusiastic. The more he talks the easier it is for you to sell more tractors. There are few farm machines that rouse as much enthusiasm among owners as I H C Kerosene-Gasoline Tractors.

For your own information, if for nothing else, write to the nearest branch house today, and get full particulars of the I H C Engine and Tractor contract.

WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Long-Stroke "32" Touring Car, \$1000
F.O.B. Windsor, including equipment of windshield, gas lamps, and generator, oil lamps, tools and horn. Three speeds forward and reverse; centre control; sliding gears. Four cylinder motor, 3 1/2 in. bore and 5 1/2 in. stroke. Bosch magneto. 106-in. wheelbase, 32 x 3 1/2 in. tires. Color, Standard Hupmobile Blue.

Standard 20 H.P. Runabout, \$850. F.O.B. Windsor, with same power plant that took the world-touring car around the world—4 cylinders, 20 H.P., sliding gears, Bosch magneto. Equipped with top, windshield, gas lamps and generator. oil lamps, tools and horn. Roadster, 110-inch wheelbase, \$950.

The "32" is \$1,150 at Winnipeg, with top added, making it complete.

The PAIGE-DETROIT, one of the best medium priced automobiles, is included in our 1913 list of cars—for which we control the three Provinces—also the FIRESTONE-COLUMBUS, a swell, high-class motor car, none better.

The above three lines constitute the best Agency Proposition offered the Canadian trade. Contracts are being closed as speedily as we can cover the ground. Write for our Agency Proposition.

JOSEPH MAW & CO., LIMITED,
WINNIPEG, CANADA

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED.

GENERAL AGENTS:

Winnipeg, Man.
Brandon, Man.

Regina, Sask.
Saskatoon, Sask.

Edmonton, Alta.
Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

Get Your Customer's Goodwill

As Well as His Money!

You do this when you sell him goods that give satisfaction and long service. Our

"Ideal" Portable Threshing Engine

will please buyers. Its engine is identical with that of our 1912 model "IDEAL" Tractor, the silver medal winner at this year's Winnipeg trials. In design, construction, cooling system and service there is nothing better on the market at any price.



**“Imperial”
Pumping -
Windmill -**

This is the mill that met and conquered mills from all over the world at The Royal Agricultural Society's trials in England and in South Africa. More of them sold in Canada than all other makes combined. When you sell a mill, sell an "IMPERIAL"—the best.



“Maple Leaf” Grain Grinder

Made in six sizes, 6, 8, 10, 11, 13 and 15 inches. This grinder has made a name for itself and for us all over Canada. All wearing parts lathe-turned, hopper extra large, designed to run on minimum power.

DEALERS: WRITE FOR OUR 1912 PROPOSITION

Goold, Shapley & Muir Co., Ltd.
Brantford WINNIPEG Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 11.

WINNIPEG, CANADA, NOVEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1 00
Per Copy 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - WINNIPEG

Paid-up Capital.....\$ 5,000,000
Reserve and Undivided Profits.....3,175,000
Total Assets, over.....65,000,000

Hon. President—HON. JOHN SHARPLES
President—JOHN GALT
Vice-Presidents

WM. PRICE R. T. RILEY

Directors

W. R. ALLAN S. HAAS
S. BARKER, M.P. F. E. KENASTON
M. BULL G. P. REID
LIEUT.-COL. J. CARSON G. H. THOMSON
E. L. DREWRY W. SHAW
E. E. A. DU VERNET, K.C.

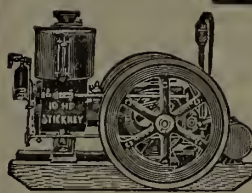
G. H. BALFOUR, General Manager
H. B. SHAW, Assistant General Manager
F. W. S. CRISPO, Superintendent of Branches
London, Eng., Branch, 51, Threadneedle Street, E.C.

This Bank, having over 270 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch—D. M. NEEVE, Manager; F. J. BOULTON, Assistant Manager

Stickney Gasoline Engines ARE THE BEST

M 12



Don't Try It

You can't get something for nothing, neither can you get a gasoline engine for less than its worth. You get exactly what you pay for when you trade with us. And when we sell you a Stickney Engine, every dollar you pay works overtime, in assisting you to sell others.

Ontario Wind Engine & Pump Co. Ltd.
TORONTO - WINNIPEG - CALGARY

Saws That Sell—Excelsior Cutters



WATSON'S Pole Saw Frames are equipped with heavy steel shafts, rigidly fitted and having no end play. They are well braced and stand firmly, and are fitted with three pulleys and a solid fly-wheel.

WATSON'S Cordwood Saw Frames are of special design, and are fitted with a ratchet pulley. Furnished with a 26-inch saw.

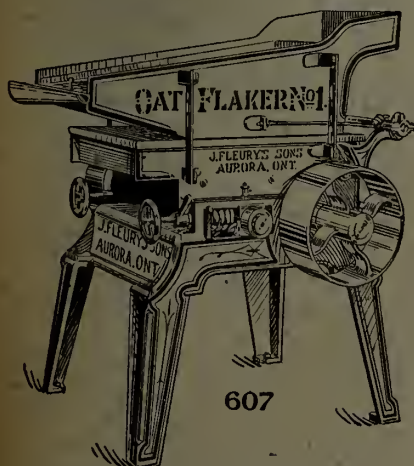
WATSON'S Saws are safe, strong and reliable. They are tempered to the correct degree—they stay sharp.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

These are the cutters that do not blunt readily, they retain a razor-like edge and give lasting satisfaction. Made in seven styles and sizes. The Excelsior Junior, as shown, can be driven by hand, horse-power, engine or wind-mill. Is fitted with a start, stop and reverse lever.

Write us to-day for our Dealers' Proposition.



Oat Flaker, No. 1.

THIS MACHINE has two rollers 9 1/2 in. diameter x 18 in. in length, with corrugations cut for "CRIMPING" or "FLAKING" oats. It is also provided with SCREENS for removing straw, stones, sand, dirt and other foreign matter. Designed for CUSTOM WORK.

Hamilton, May 1st, 1912.

"I enclose check covering cash payment on Oat Flaker.

I must say I am very highly pleased with this machine, and have had no trouble with it whatever. It cleans the oats and does its work very satisfactorily. In fact I consider it superior to any I have ever seen. It is all and more than you represent it to be."

(Signed) WILLIAM BARNES.

JOHN DEERE PLOW CO. LTD.

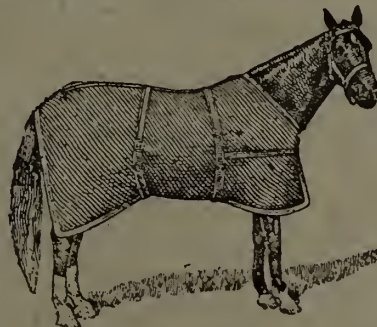
Sole Agents

WINNIPEG, REGINA, CALGARY,
EDMONTON, SASKATOON,
LETHBRIDGE.

J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas, World's Fairs,
Chicago and Paris.

SELL OUR HORSE BLANKETS



The Great West Saddlery Co. are the largest manufacturers of Saddlery and Harness Goods under the British flag. Our goods are widely known and have an enviable reputation throughout Western Canada. We are sole manufacturers of the celebrated Horse Shoe Brand of Saddlery goods. The dealer who wants to make money should sell our unequalled

Jute Horse Blankets

These blankets are fitted with the Burlington Stay-on Attachment. Are made in heavy or light types and appeal to every horse owner.

Send for our 1912-13 catalogue and price lists for Fall and Winter Goods.

The Great West Saddlery Co. Ltd.

Winnipeg Calgary Regina Edmonton



Deering Drills-- The Accurate Seeders

If you were buying a drill to use, instead of to sell, what features would be of most interest to you? Get the answer to that question and you have a list of tests to apply to the drill you sell.

Evidently, the drill that contains most of those features, and all of the

important ones, is the best drill for you to handle. When your list of good drill points is made up, compare it point by point with the Deering. Every important drill feature is built into the Deering Drill. Every Deering feature centers on the most important of all—accurate seeding.

If you want to sell a drill with all the best points, and with all chance of failure taken out of it, write the nearest branch house about a Deering contract.

WESTERN CANADIAN BRANCHES

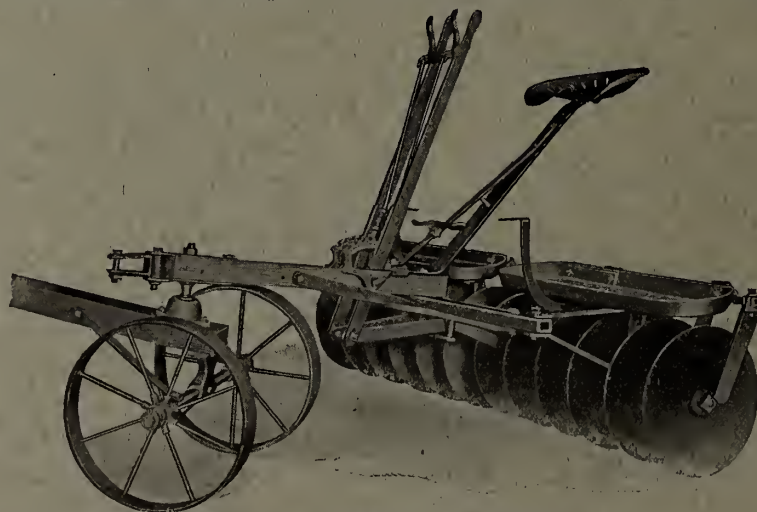
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

Special Prices — ON —

Evans Gang Disc Harrows

Write NOW
if you want
Bargains



EVANS GANG DISC HARROW WITH FRONT TRUCK

With or
Without
Tongue Truck

We have 50 of these splendid Gang Disc Harrows in Stock at Winnipeg. ALL BRIGHT NEW GOODS in first-class shape. ALSO A FEW SUPERIOR DRILLS.

WILL MAKE SPECIAL BARGAIN PRICES FOR QUICK SALE

The American Seeding-Machine Company, Inc.
Winnipeg, Man.

BE THE SAWYER-MASSEY AGENT IN YOUR TOWN



Get our exclusive contract for your district covering Gasoline Tractors, Steam Engines, Separators, Horse Powers, Graders, Road Making Machinery, etc. An advertising and publicity campaign involving an expenditure of more than \$50,000 in Western Canada is already under way. Canadian Farm Papers whose total circulation runs into hundreds of thousands of readers are carrying our advertising.

Our enlarged, immense Canadian factories enable us to take care of your requirements better than ever before.

Represent Sawyer-Massey Co., Manufacturers of Canadian Power Farming Machinery.

**Someone in your Town will sell our Machinery
HOW ABOUT YOU?**

Low price goods, liberal commissions, quick deliveries, and a well and favorably known line of products make it easy to sell Sawyer-Massey Canadian-made Machinery.

1913 CONTRACTS NOW BEING MADE

WIRE, PHONE, OR MAIL IN YOUR APPLICATION

Sawyer-Massey Co., Limited

Factories:

HAMILTON, Ont.

Western Branches:

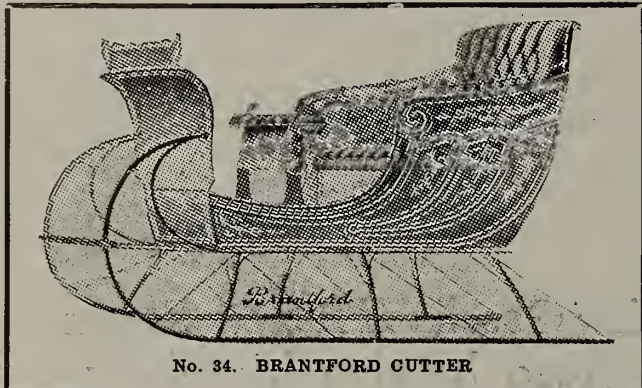
REGINA, Sask.

WINNIPEG, Man.

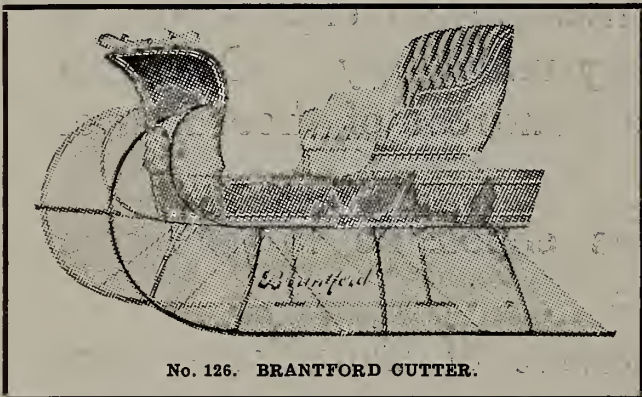
Adams' Farm Sleighs and Brantford Cutters

Are the Best
Sleighs and
Cutters you
could handle

Compare both, Cutters and Sleighs, point for point, with other high-grade Cutters and Sleighs, and satisfy yourself that they are of convincing merit. Owners everywhere say that they are the BEST made.



No. 34. BRANTFORD CUTTER



No. 126. BRANTFORD CUTTER.

Brantford Cutters

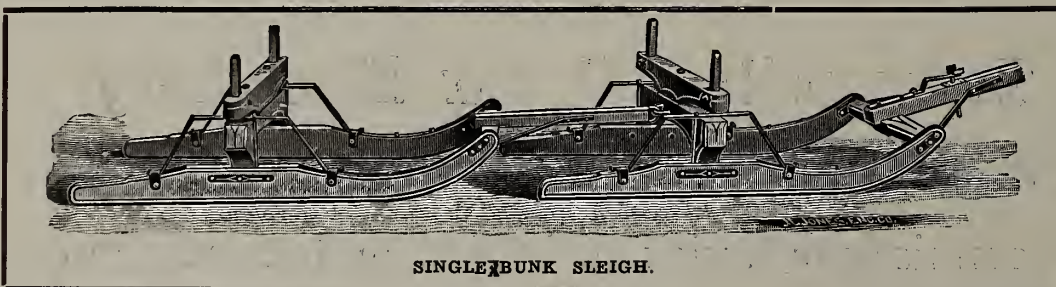
We carry a large variety of designs in CUTTERS, and can give your customers a very wide range to pick from. The materials are the best, they are well put together, and the upholstering in every case is guaranteed as represented.

We invite correspondence from Dealers desirous of carrying goods that have built up such an enviable reputation for quality and durability. Drop us a line right away and we will explain terms or have one of our salesmen call and see you.

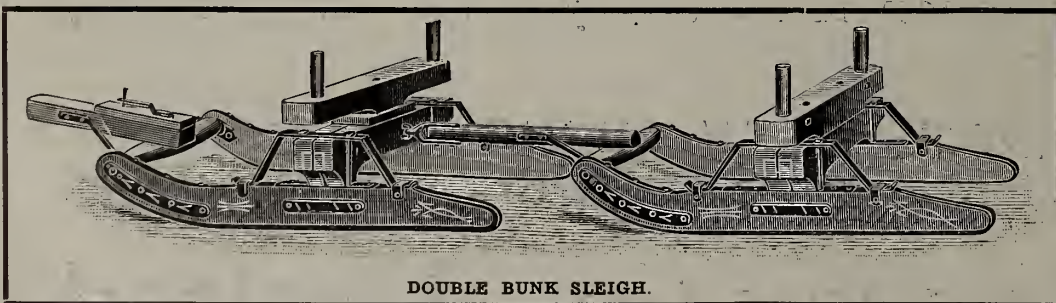
Brantford Cutters are furnished with removable back and seat cushions, painted in great variety, plain or fancy colors and striping.

Sell ONE, and the Cutter itself will sell MANY others.

Adams' Farm Sleighs



SINGLE BUNK SLEIGH.



DOUBLE BUNK SLEIGH.

are noted for their neatness in design and strength. No unnecessary weight. Runners camel back. Thick where the strain comes, tapering off where strength is not required, with just the right amount of oscillation to make light draft. The front bench, the weak point on most sleighs on account of the hole for King bolt, is reinforced on each side with two heavy plates making it as strong as the rear bench. These reinforcing plates nearly double the width of the bearing plate for bolster, effectually preventing cramping when turning with a heavy load. They also allow the highest possible clearance under the bench for passing over stumps or driving through loose snow. The reach coupling is guided by a bumper casting, so there is no buckling in backing or turning, and on a straight road the hind runners must follow in the tracks of the front. The shoeing is spring steel and projects $\frac{1}{4}$ inch wider than the runner protecting the wood.

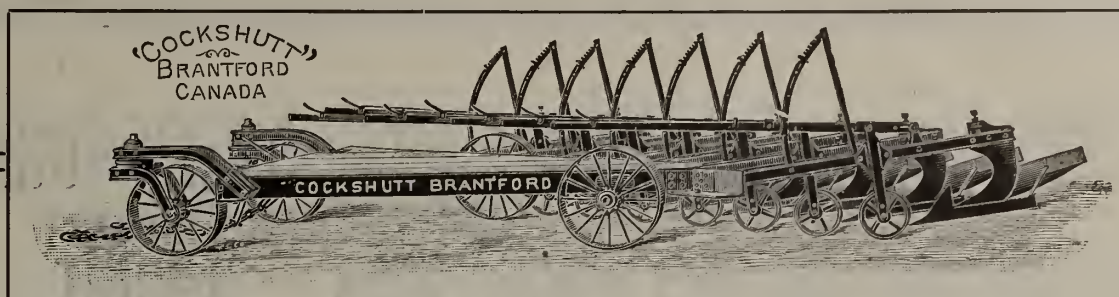
These and many other features only require to be seen to be appreciated.

No better sellers made.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie



No Man Deliberately Wastes Money

in his business. So if thousands of the most successful farmers, East, West, North and South—here, there, and everywhere—use the Cockshutt Engine Gang, the Cockshutt **MUST** be an Engine Gang of **HIGHEST TYPE**.

And So It Is!

It is easier and more satisfactory, more **PROFITABLE**, to sell the **TRIED, PROVEN, SUCCESSFUL** Cockshutt Engine Gang than mere imitations. Ask **ANY** farmer how he likes it, how it does its work, whether or not it is **STRONG, SIMPLE, PRACTICAL** and **DEPENDABLE**, and you will awaken to the fact that it satisfies the man who operates one for **PERFECT WORK, LIGHTNESS OF DRAFT** and **DURABILITY**. It is

The Best Plow For You To Sell

It Plows MORE

It Plows BETTER

It Plows CHEAPER

in soft, hard, uneven, hilly, clayey, loamy, and stony ground by reason of its Great Power, Easy Raising at land's ends, Quick Turning, Individual Adjustment to ground—these and many more features make the Cockshutt Engine Gang the **BEST** plow in the world.

SELL THE COCKSHUTT! WRITE US TODAY.

Cockshutt Plow Company, Limited

BRANCHES:

Winnipeg

Regina

Calgary

Saskatoon

DISTRIBUTING WAREHOUSES:

Red Deer

Lethbridge

Edmonton

Brandon

Portage la Prairie

You can make more money every year if you are a COCKSHUTT Dealer

DRILLS	Shoe Single Disk Double Disk Grass Seed att.
WALKING PLOWS...	Cross Plows Prairie Breakers Combination Plows Brush Breakers
SULKY PLOWS (Breaker or Stubble)	Domino J. G. C. Jewel
WALKING GANGS (Breaker or Stubble)	Columbia Empire Empire Chief Light Triple
RIDING GANGS .. (Breaker or Stubble)	24 in. & 28 in. Jewel 24 in. Beaver
ENGINE GANGS (Breaker or Stubble)	5 furrow 6 " 8 " 10 " 12 "
ROTARY DISK HORSE PLOWS..	1 furrow 2 " 3 " 5 "
ROTARY DISK ENGINE PLOWS.	1 Section 4½ ft. 2 Section 9 ft. 3 Section 14 ft.
DRAG HARROWS	Diamond Clip Boss Lever Spring Tooth
DISK HARROWS (3 widths 3 sizes plates) (Horse or Engine)	In-throw Out-throw Spring Pressure T-beam Orchard Double Discs Tongue Trucks
SCUFFLERS	Ruby Diamond Point Long Hillers
CULTIVATORS ..	6 foot Climax 8 foot Climax
CORN CULTIVATORS	Stiff Tooth Spring Tooth
CORN PLANTERS	
STEEL ROLLERS	
PULVERIZERS	16 Wheel Plain 22 Wheel Plain 16 Wheel Subsoil 22 Wheel Subsoil
MANURE SPREADERS	50 Bushel 70 Bushel
HAY PRESSES ..	Horse Engine Drive
WHEEL BARROWS...	
WAGONS	Special Standard Teaming Semi-Mountain Mountain Trucks Dump Lorries
DUMP CARTS ..	
METAL WHEEL TRUCKS	Dandy Perfection Harvest Queen Cook No. 36, 37

Because of materials and methods, because of skill and experience, because of care and conscience in the manufacturing, Cockshutt Implements command

Enormous Sales

Years ago we commenced the manufacture of Agricultural Implements, and have been at it ever since—constantly improving the qualities essential to GOOD SERVICE, ECONOMY and DURABILITY—so that today the Cockshutt Implements possess the undisputed reputation of being BEST for farmers to buy—hence

BEST for YOU to SELL

We also carry a full line of FROST & WOOD products. Communicate with us respecting an Agency for these goods in your district. A contract with us for the Cockshutt and Frost & Wood lines gives you control in your territory of the BEST farm implements, of the MOST ADVANCED Agricultural Machinery built in Canada!

WRITE US TODAY!

GRAIN TANKS ..	125 Bushel 150 Bushel
BINDERS	6 foot 7 foot 8 foot Pole Trucks Transport Trucks Flax Attachment
REAPERS	
MOWERS	4½ foot Standard 5 foot Standard 5 foot Giant 6 foot Giant
RAKES	9 foot 10 foot Side Delivery
HAY LOADERS ..	Plain With Fore Truck
ROAD SCRAPERS ...	Columbus Winner Ox Shovel Buck Wheel
FANNING MILLS	24 in. No. 1 32 in. No. 2
GRAIN GRINDERS	6 in. Plate 8 in. " 10 in. " 11 in. " 13 in. " 15 in. "
WOOD SAWS ...	22 in. Blade 24 in. " 26 in. " 28 in. " Pole Saw Att.
HORSE POWERS	
JACKS	
STRAW CUTTERS	Hand Lever No. 1 Hand No. 2 Combined No. 3 Power No. 4 Blower
ROOT PULPERS.	Side Wheel Cylinder
POTATO MACHINERY	Planters Fertilizer Att. Corn Planter Att. Sorters Cutters Sprayers Diggers
BUGGIES	Democrats Road Wagons Auto Seat Stanhope Phaetons Surreys Traps
SLEIGHS	2 in. Single Bunk 2½ in. Single Bunk 2½ in. Double Bunk 3 in. Double Bunk Heavy Logging
(Cast or Steel Shoe)	
CUTTERS	Piano Box Corning Auto Seat Half Speeder Speeders Jumpers Delivery Bobs

Cockshutt Plow Company Limited

Branches :

WINNIPEG

REGINA

CALGARY

SASKATOON

Distributing Warehouses :

Red Deer

Lethbridge

Edmonton

Brandon

Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 11

WINNIPEG, CANADA, NOVEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

Implements and Agricultural Conditions in India.

Editor's Note—As a representative of the International Harvester Company of America, C. E. Allison spent more than a year studying the trade conditions in India. Although the Empire is only one-third the size of Australia or Canada, the population is fifty times greater, there being more people in India than in the United States, Canada, Russia in Europe, Australasia, and Argentine combined, while the area of India is equal to only 8 per cent. of the area of the countries named. Mr. Allison reviews the business conditions in India very fully, and what he has to say in an interview will be read with much interest.

"How did you find trade conditions in India?"

"But little progress has been made in the way of implement sales compared with European countries. Hardly anything has been done in the sale of harvesting machines or tillage implements.

"In the first place, in the central provinces and all India south of there, the average farm is three acres or a trifle less. In the Punjab country of Northern India, the average size farm is a little more, or about three and one-half acres. The farms have been divided and sub-divided after the death of the father among the children, always making them smaller at each division until the farms are very small throughout the country. This method has been followed for hundreds of years, so I was informed. You understand this refers to the farmer who originally had larger holdings.

"Next comes the Maharajahs or rulers of the different provinces who own large tracts of land. If a ryot, or farmer, gets a little money ahead and wants to buy a farm he usually can do so from the ruler, but he never has enough ahead to buy more than one to three or four acres. The remainder of the tillable land owned by the

Maharajah is rented to his people. The land is cut up into small farms and is rented to the ryot according to the size of his family and his ability to work the land with his children or relatives dependent on him. This accounts for the small farms throughout India.

"There are no fences in India, but all farms are separated by buus or ridges. The buus are about 3 feet wide at the bottom, and from 24 to 30 inches high

eighteen square miles in his province that support two and one-half millions of people. The farms usually have ridges across them, making squares from 15 to 50 feet across, the ridges being from 12 to 16 inches high. This is to hold the water and keep it from washing the soil. There are some exceptions to this rule, as I saw in the Punjab district some farms of five to ten acres on which a reaper could be used, but such farms were the exception.

machines, even though they wanted them and could use them to advantage.

"The British Government is running a number of experimental farms throughout India, and in several instances agricultural colleges have been established in connection with these farms. These schools have only a moderate attendance, all natives, and as fast as the students graduate they are given positions as instructors on the government



A Battery of Wooden Plows as Used in India.
(By courtesy of I H C)

generally, with a foot path on top to walk on in carrying off the crops, which is all done on the heads of the natives.

"The natives are not movers, as they very seldom move from one province to another. The large majority of them are reared and die in the same province in which they are born. The Maharajahs have these people with them and must necessarily take care of them. The country is very thickly populated. For example, the Maharajah of Baroda has

"There are a few of the younger Maharajahs that have in later years come into power, who are opening up some larger farms and are advocating modern methods of farming. To these it may be possible to sell some implements. Larger farm operations are encouraged by the British Government, which teaches modern methods in agricultural colleges and on the government farms.

"Very few of the ryots have enough money to buy modern

farms. The college instructors are nearly all from England, there being only a few from America—but in every case competent teachers are employed. Both the colleges and the farms being ably managed.

"The Punjab district is the most promising for agricultural implements, but as yet there has been little progress made in the introduction of modern methods. Some American, as well as European firms, have tried to intro-

duce their lines in the Punjab district.

"The Oliver Chilled Plow Co., has an agent at Lohare, who recently received a consignment of plows from South Bend, Ind., but at the time of my visit no progress had been made with reference to sales. The prices of American plows seem to be too high to sell in India. Several other companies have tried to introduce their goods in years past but without success. Messrs.

Wheat, as well as other crops, are cut with a hand sickle, and it takes on an average about seven men to harvest an acre in one day.

"The grain drill is one of the machines that India has great need for, as their old-fashioned drills are very poor. In making a drill, the natives take a piece of wood about 5 inches long, bore five holes through it and put bamboo pieces through the holes. A small piece of iron is attached on the point, and a hole fastened

the other parts out of bamboo poles. The total cost to him would not exceed \$4.00 or \$5.00.

"Two years ago a European company sold two steam threshing outfits, and sent a man with each machine to run it. The machines did the work in good shape and after the season was over the purchasers refused to pay for the machines, saying that they did not leave any dirt in the wheat, and therefore the grain did not weigh as much as when

machines. The claim was also made that the threshing came at a time when they had nothing else to do with the bullocks and they preferred working them. Both the threshing machines referred to are standing idle and rotting down."

"What is the population of India?"

"The last census places the figure at about 320,000,000—but I understand that the population is not less than 400,000,000, as I was told by good authority that many towns of 100,000 people in the interior were never counted."

"How does India rank as a wheat producer?"

"India is the fourth wheat growing country in the world, the crop yielding approximately 300,000,000 bushels annually. India exports considerable wheat and flour to Europe."

"How many miles of railroad are there in India today?"

"I could not tell you exactly, but would estimate from 17 to 20 thousand miles."

"Do you think the time will ever come when the small farms will be replaced by large areas—will be consolidated and made modern?"

"On a large portion of them, I cannot say that the time will ever come when they will even be made into farms of 20 to 40 acres. I would not think they would ever be consolidated to that extent."

"The general merchandise lines are handled largely by European concerns, or large English corporations that have stores in many of the large cities in India as well as other of the tropical countries around there, and I was informed that they were quite successful."



Indian Oxen Drawing Disc Harrows.
(By courtesy of I H C)

Burns & Co., of Calcutta, made a cheap 6 to 8-inch plow that sells for about \$2.50 or \$3.00. The American plows sold there are about \$11.00 to \$14.00 and with very little call for them.

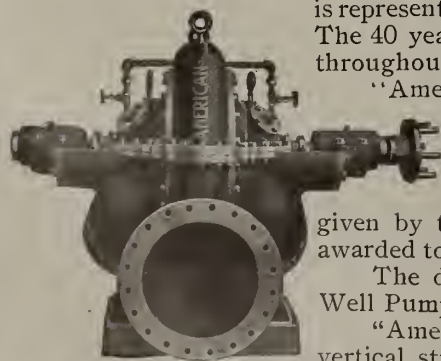
In regard to the scale of wages paid in India, the average wage paid an able-bodied farm laborer in India is about 4 4-17 annas, or 8 2-5 cents per day. Women and children work in the fields for one-half this amount or less.

in front to hitch to. Boys follow along behind the drill and drop the seeds in the top of the bamboo sticks, and you can readily understand that the seeding is not very evenly done. The Government has offered a prize of 500 rupees for a drill that is adapted to Indian conditions.

"The wagon used is a two-wheel cart. The user buys a pair of wheels, an iron axle, puts a piece of wood on it, and makes

threshed with bullocks. In India the threshing is done by laying the grain on the ground and driving bullocks over it, treading the wheat out, and trampling the straw into fine bits. All the straw is saved to feed the bullocks, and the wheat is fanned out by hand—which leaves plenty of dirt in it. The buyers deduct 8 to 10 pounds per bushel for dirt, and the same amount was deducted from the wheat threshed with the modern

THE STANDARD BY WHICH OTHERS ARE JUDGED



is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

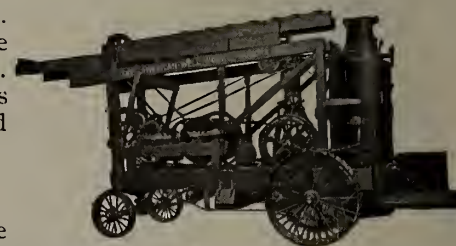
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



John Deere Plow Co.

The Deere Factories and What They Make

Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows

Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools

John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears

Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders

Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons

Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses

Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade

Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds

Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows

Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West



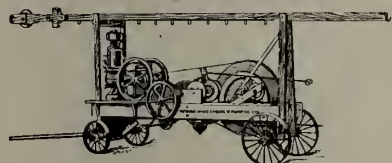
*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

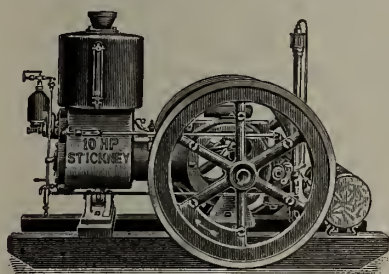
Deere & Wehner Co.,	Minneapolis, Minn.
John Deere Plow Company,	Moline, Illinois.
John Deere Plow Company,	Omaha, Nebraska.
John Deere Plow Company,	Sioux Falls, S. Dak.
John Deere Plow Company,	Kansas City, Mo.
John Deere Plow Company,	Oklahoma City, Okla.
John Deere Plow Company,	Denver, Colorado.
John Deere Plow Company,	St. Louis, Missouri.
John Deere Plow Company,	New Orleans, Louisiana.
John Deere Plow Company,	Nashville, Tenn.
John Deere Plow Company,	Atlanta, Ga.
John Deere Plow Company,	Dallas, Texas.
John Deere Plow Company,	Portland, Ore.
John Deere Plow Company,	Spokane, Wash.
John Deere Plow Company,	Boise, Idaho.
John Deere Plow Company,	San Francisco, Cal.
John Deere Plow Company,	Indianapolis, Ind.
John Deere Plow Company,	Columbus, Ohio.
John Deere Plow Company,	Baltimore, Md.
John Deere Plow Company,	Syracuse, N. Y.
John Deere Plow Company,	Des Moines, Iowa.
John Deere Plow Company,	Milwaukee, Wis.
John Deere Plow Company, Ltd.,	Winnipeg, Man.
John Deere Plow Company, Ltd.,	Saskatoon, Sask.
John Deere Plow Company, Ltd.,	Regina, Sask.
John Deere Plow Company, Ltd.,	Calgary, Alta.
John Deere Plow Company, Ltd.,	Edmonton, Alta.
John Deere Plow Company, Ltd.,	Lethbridge, Alta.
John Deere Export Company,	New York, N. Y.
Con. Wagon and Machine Co.,	Salt Lake City, Utah.
Bristol & Gale Company,	Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS

A Seasonable Line, with Full and Varied Choice



Chapman Well Drill. The best on earth.
Makes Wells any size or depth.



Stickney Engine. World famous.
1½ to 20 H.P.

The Agency for The Ontario Wind Engine and Pump Company offers the BEST selling equipment for the Dealer. He can make FULLEST USE of his local Territory. His business CONSTANTLY grows because of GOOD WILL—each individual article MAKES GOOD,—PROVES ITSELF OUT! His PROFITS GROW as his SALES grow, and SALES ARE EASY because of QUALITY and WORTH in all his line.

Write for the Agency TODAY

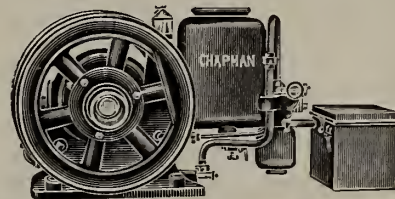
SOME OF OUR LEADERS:

The Famous line of Stickney & Chapman Gas Engines. Toronto Grain Grinders. Airmotor and Canadian Pole Saws. Feed Cutters. Aylmer, Standard, Truck and Pitless Scales. Toronto Windmills. Pneumatic Pressure Tanks. Pumps, Tanks, Troughs, Pipe and Fittings. Everything in Water Supply for the farmer.

CHAPMAN WELL DRILLING AND DEMPSTER BORING MACHINERY AND CASING.

Ontario Wind Engine & Pump Co., Ltd.

WINNIPEG TORONTO CALGARY MONTREAL

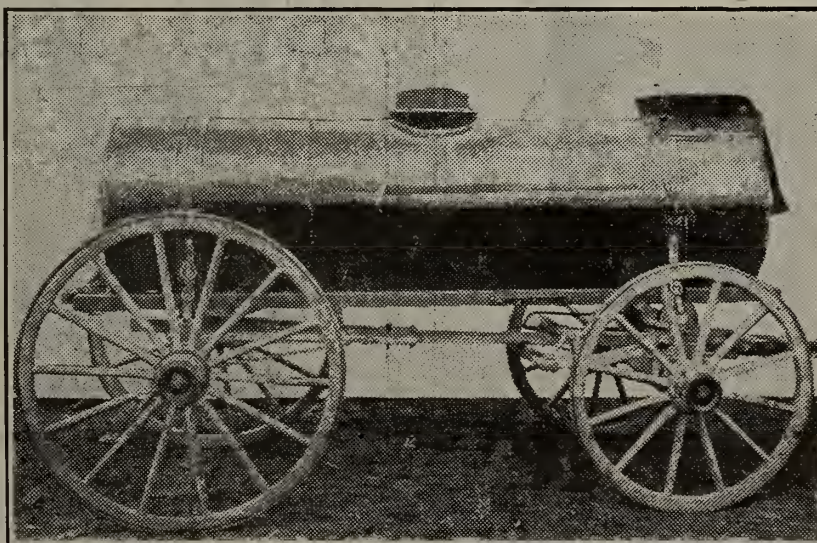


Chapman Gasoline Engine, the best 2 H.P. Engine ever produced.



Toronto Windmill. A fine seller everywhere.

Western Standard Steel Storage and Wagon Tanks, for Water, Oil and Gasoline



Western/Standard Oil and Gasoline Wagon Tank—Style B.

**STEEL TANKS ARE
OUR SPECIALTY**

Our prices and discounts prove a great inducement to Dealers.

When in town give us a call, or write for our list of prices and discounts.

Red River Metal Co.,
51-53 Aikins Street, Winnipeg

We are located just off Dufferin Avenue car line—6 blocks west of Main Street.

The Pasteurization of Cream.

By J. D. Leclair.

Bacteriology has revealed to us the existence of a whole world of infinitely small things, which, owing to their exceedingly rapid multiplication, alter the liquids in which they live, both by their dissociating action and by the residues they leave.

Their action, however, is not beyond control. Like all other beings or bodies capable of growth, they require favorable conditions of temperature and nourishment. Should the latter fail them, then they come under the general law of death and perish from starvation.

Should the temperature fall to below 50 degrees Fahrenheit, they become numbed and dormant, whereas with a rise in temperature they regain their former activity.

Bacteriology has also shown us that these small beings, which are called "ferments," are very numerous and of various kinds. Milk is a most suitable medium for the development of these ferments, and if left at a suitable temperature for even a short time, they are produced by the million.

This leads to the fact, since the existence of these ferments be-

came known, that the methods of butter-making have undergone a thorough transformation. The influence of these ferments is, in the majority of cases, bad and the pasteurization of cream aims at controlling their evil influence.

The art of butter making lies in a thorough knowledge of making use of these influences, in the handling of them, either simultaneously or in succession.

The manufacture of the so-called "pasteurized butter" is, I should say, based upon the following three essential points, namely:

1. Upon the choice and use of a ferment, which has been selected and cultivated by scientific men and is known to have a particular flavor.

2. Upon the effect of proper heating to prepare the cream for this special feature, and

3. Upon the effect of a low temperature to neutralize the action of the ferments in the cream and to check any dangerous development.

The first thing to do, especially when contemplating the making of pasteurized butter, is to have ready for use a culture, a propagation of a particular class of ferment well known for the delicacy

of its aroma and the flavor it imparts to the butter.

The operation of selecting or classifying the proper bacteria is so delicate and important that I could never bring myself to recommend its preparation by butter makers even in the best equipped creameries. The necessity of giving the most careful attention to this precious ferment, in order to keep it free from any contamination, makes it necessary to do the work in the laboratory.

Formerly two methods of application were in use: the heating of the milk, and that of the cream; but the process has been found very expensive when applied to the milk and is confined today to the cream only. When it is desired to guard against tuberculosis, the skimmed milk should be pasteurized separately, either by exhaust or live steam.

The application of the heat to the cream or milk, which is called "pasteurization," is evidently indispensable. The sorting of the good and the bad ferments being impossible, there remains nothing but to make a clean sweep of all ferments present in the cream. What would be the effect, for instance, of a quantity of pure culture, of say, 3, 4, or 5 per cent added to the ferments already in the cream and then allowed to go on fermenting? The result would be that both the pure culture ferment and those already in the cream would become active and we would have in the flavor of the butter a proportionate average of all these various flavors. Therefore, I think I am justified in coming to the conclusion that the cream must be pasteurized.

But to what degree above 120 degrees Fahrenheit is it proper to

heat the cream? I know that on this point opinions are divided. Some will say: Well, let us be consistent, since it has been acknowledged that a thorough cleaning must be done in order to give free room for the action of the pure culture ferments, the same cannot be too complete, let us go as near to the sterilisation point as possible, say up to 160, 175, 180 and even 190 degrees Fahrenheit. I would point out, however, that a good many butter makers have experimented with these various temperatures and they found it inadvisable to exceed 150 degrees Fahrenheit, because a cooked taste was left in the butter, on account of which it was turned down by the buyer.

What is the correct temperature for pasteurizing cream intended for butter making? I do not exactly know, but I do know that this cooked taste must be avoided by all means, nay, it should not even be suspected by the buyer and, consequently, one should stay on the safe side. Excellent results have been obtained at 140 degrees Fahrenheit.

In this country where the production of dairy products is intermittent, the consumer has to live during the interval upon stock accumulated in the productive period. He wants to be supplied during that time, with sweet, delicious butter, the same as during the other season. By consumer, I mean both local and foreign consumers, for both must be supplied with butter that has kept its original flavor. This requirement must not be overlooked if we want to develop our trade in dairy products.

Optimism is a good thing if it isn't overworked.

EMPIRE AGENCY

BOTH A CONE AND A DISC SEPARATOR

TO secure an Empire Cream Separator Agency is to put yourself in a position to make more than a mere living. Ambitious, aggressive, energetic men are clearing big profits



EMPIRE CONE

every month by selling the Empire lines.

For years the Empire Separator Agency has been recognized as one of the most valuable obtainable. Of late, it has become even more valuable by the addition of Witte Gasoline Engines.



EMPIRE DISC

If you are ambitious, eager to make more money, get in touch with us without delay. We have a splendid proposition to make to the right kind of men.

Empire Cream Separator Co. of Canada, Limited

C. Mitchell, Western Manager 230 PRINCESS ST., WINNIPEG
TORONTO MONTREAL SUSSEX

BIG REWARD

Implement Dealers will be well rewarded by handling

The Famous "Titania" Separator

Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—it will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND



DE LAVAL

CREAM SEPARATORS

Bring profit and satisfaction to the dealers handling them

If you have never handled the DE LAVAL there are possibilities for increasing your separator profits that you have never yet realized.

No dealer ever regretted tying up with the DE LAVAL. The DE LAVAL contract is by all odds the most desirable in the farm implement and machinery field.



The DE LAVAL is the best known and most largely advertised cream separator, and a DE LAVAL once sold stays sold and makes it easy to sell other machines in the same neighborhood.

The retail price on the DE LAVAL is protected, assuring a certain profit on every machine sold.

Better write about an agency before your territory is closed for 1913.

Send your agency application to our nearest office

THE DE LAVAL SEPARATOR COMPANY

14 Princess Street, WINNIPEG

173 William Street, MONTREAL

The Land of Tears.

Away beyond the vast lone plains of European Russia, beyond the bleak and wind-swept shores of the Baltic Sea, beyond the glittering snow-clad peaks of the Ural Mountains lies the great tract of land that we know as Siberia.

The very word "Siberia" is for the average man synonymous with tears, the agony of farewells and the clank, clank of the leg irons in the falling snow. It requires no great reach of imagination to see again the stone that stands by the trail—the most sad trail in the world—standing where Europe and Asia meet amid the silence of the Ural Mountains. That stone has seen more agony, more pain and more tears than has any stone in the history of the world. It has seen so many pass it, facing eastwards, always eastwards—away to the dead silence of the Siberian waste.

Possibly the only thing of note within a century that Russia has done, is the trans-Siberian railway, and that railroad was mostly surveyed by American engineers. Yet that long line of flanged steel rails binds together the East and the West—St. Petersburg and Vladivostok—even as do our own trans-continental railroads in this country.

Like Western Canada, Siberia throws off her snow-garment in a short and sudden burst of nature. We see the lonely steppes carpeted with flowers, the branches of the pines bursting into a vivid green and all that vast tract of country seems to awake for a little while. And, in that little while, Siberia has her harvest.

Today in Siberia up-to-date American implements can be found, the same implements we can see on the farms of Manitoba and Saskatchewan, harvesting

machines of all kinds can be found, and the familiar McCormick, Deering and Massey-Harris and other binders are seen, for the well-known companies that market these machines have agents and agencies wherever land has to be cultivated all over the wide world.

At the present day the farm produce of Siberia is not sufficient to supply local consumption. Of all that vast territory only about a fourth is suitable for successful farming, and of this not 25 per cent is settled and farmed. The vast majority of the farmers in Siberia are peasant immigrants from Russia in Europe, but these men have a good idea of the benefits of modern power farming.

One of the principal reasons why the demand for farm products exceeds the supply is due to the large military force that Russia keeps stationed throughout Siberia. Prisoners require guards, and Siberia is sadly full of prisoners—men and women who have endeavoured to raise the down-trodden hordes of Russia who wail under the despotism of the army and the Tsar.

Nevertheless, colonization in Siberia is going ahead. The Russian immigration department—to give it its due—is well organized and has distributing points and offices all over this great territory. The Russian Government encourages farming by fixing a high price on wheat, hay and oats, and the government buys large quantities of these every year, providing a sure market for the Siberian farmer. In a tract of country as large as all of Canada west of Winnipeg there is only the Trans-Siberian railroad running east and west, and another branch line running north and south. What a comparison between the west of Canada

where the twin lines of steel push themselves to all points of the compass. The rivers Lena and Obi flow toward the frozen north, the Amur and its tributaries to the south-east. Even so, any river system is only available during five months of the year, the rest of the time all streams are frozen solid.

It is necessary in a land where so short a summer is seen to have farm implements at the selling points at the proper time, for we must consider the tremendous mileage that lies between the American continents and the center of Siberia. Implements must go, via cargo steamer across to Hamburg, Germany, another transshipment and they traverse the long rail through Northern Germany, across the frontier and on to the ancient city of Moscow. Still onwards the freight train crosses the Ural Mountains and possibly deposits its binders or harvesting machines at Stretensk on the Amur River, which is seven days from Hamburg by the quickest route possible, and considerably more by a slow freight train. There is a certain element of romance when one considers the far-flung efforts of a company and how their agents are selling goods all over the world.

On the burning lands of the Indian Deccan, and through the pine forests of far Siberia we find the implement salesman; pushing his goods in twenty different languages and in twenty different lands—and all for the betterment of civilization and for the extension of the cultivated lands in the uttermost parts of the earth.

The Dry-Farming Congress.

The Dry-Farming Congress at Lethbridge has come and gone, and when the proceedings are published in full they should

make interesting reading for all who are connected in any way with agriculture. Dry-farming in America is a geographical necessity, since we have a tract stretching from the boundary of Mexico clear north to the south fork of the Saskatchewan River, and from the western borders of the Dakotas west to the ranges of the Rockies, a great semi-arid region that is poorly adapted for ordinary agriculture, most of it being absolutely useless for cultivation by ordinary methods. How to account for the existence of this great tract of dry land is as difficult for the expert in physiography as it has been for the agriculturalist to find some means of successfully combating it. The method of dry-farming has, however, coped with the difficulty, and agricultural science has triumphed in those lands which were once reckoned to be impossible to successfully cultivate.

This American desert was for long an insuperable obstacle to the westerly advance of settlement in America. Away back in the middle of the nineteenth century it was crossed by sturdy pioneers in wagons who scaled the mountains beyond the desert lands, descending into the fertile plains upon the Pacific slope.

Twenty years later the twin lines of steel crossed the American continent, joining the Atlantic and the Pacific, and in the passing of time fertile tracts of agricultural land were found amid the desolation of those dry lands.

These fertile tracts were irrigated and made fruitful, and still later the agricultural process known as dry-farming was tried, the soil being cultivated for three years while during that period only two crops were taken from it.

Dry-farming is, to some extent, a development of "summer-fallowing," therefore its methods

The "Big Hit" Assortment Of Clark Heaters

SELL FAST ON
COLD DAYS

This Assortment consists of the following:—

2 Clark "Leader" all metal heaters, 2 Clark No. 5B carpet covered heaters, 2 Clark No. 7D triangular carpet covered heaters with side and end ventilators, 6 dozen Clark brickettes, best quality.

Order one or more of these assortments now and display them when the first cold weather comes along and you will be surprised at the way in which they sell. All leading jobbers in Canada supply them. Write for our new 1911-12 Catalogue.

Chicago Flexible Shaft Co., 237 ONTARIO ST.
CHICAGO



are more or less applicable to ordinary farming all over Canada, wherever the dryness of the soil has been increased during the heat of summer or by arterial drainage on local water courses.

Contemporaneously with the Dry-Farming Congress a Congress of farm women was held. At both events some admirable addresses were given by delegates from not only America, but from all over the world. We hope that the proceedings when published in full, will be of the greatest benefit to all farmers.

A New Fibre Plant

For many years the main source of wealth on the peninsula of Yucatan has been the growing of henequen or sisal hemp, a full description of these plantations being given in our September issue. During the past twenty years a great deal of experimenting has been gone into with a view to finding other fibre producing plants, which would compare favorably in price with the henequen plant.

In 1900, Zapupe, a plant indigenous in the Gulf States of Tamaulipas and Vera Cruz, Mexico, attracted the attention of

the sisal planters of Yucatan, according to a special article in American Industries.

The chamber of agriculture of Merida, the principal city of the peninsula, sent two of its members to Tuxpam, Vera Cruz, to make a careful investigation into the possibilities of this plant as a possible fibre producer.

Experiments have proved that this new plant belongs to the same family as henequen, being somewhat similar in appearance, with straight rigid leaves. In general formation it is somewhat more slender than the henequen, which attains a height of from three to four feet.

Around Tuxpam, the natives have used this zapupe plant for the making of their fibre for cordage from time immemorial. It has thrived under cultivation and has yielded a fibre which it is claimed quite equals sisal in tensile strength and in all other respects.

It produced the third year after planting, while henequen requires from five to seven years to come to maturity; from seventy to 100 leaves could be cut annually from each plant, while henequen yields only from twenty-five to thirty; the period of production with both was found to be about the same,

the zapupe, however, giving a larger net return from a given area planted.

When these facts leaked out, the landowners throughout the semi-tropical region from Tampico to Tuxpam, bearing in mind the wealth made in Yucatan from henequen, set about growing zapupe.

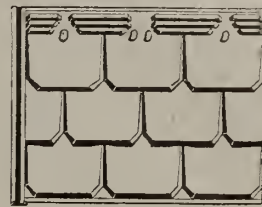
The planting of zapupe began in earnest in 1905 and has since continued to increase, and now is beginning to come into the market in considerable quantities.

The manufacturers of defibrating machinery, i.e., machinery for cutting up the leaves, began to adapt their processes to the treatment of this new plant, so that at the present time machines are designed capable of cleaning as many as 150,000 leaves in ten hours.

When the fibre is uniform in length and quality, and when cleaned with the latest machinery, it is priced as high or more so than sisal, but the production per plant is more prolific.

At the present time a great deal of American capital is going into the zapupe industry. One American concern, with offices at Tampico, own 20,000 acres, and has recently increased its capital stock from \$75,000 to \$2,000,000.

If you want to handle a
**GENUINELY
GOOD ROOFING**
One that you can recommend
and stand behind, then sell



Eastlake Steel Shingles

"There with the wear."

Waterproof

Fireproof

Rustproof

Easy to Lay and
Durable as the Building itself.

WRITE US TO-DAY for
Catalogue and Selling Proposition



**THE METALLIC
ROOFING CO.
LIMITED**
MANUFACTURERS
WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C55

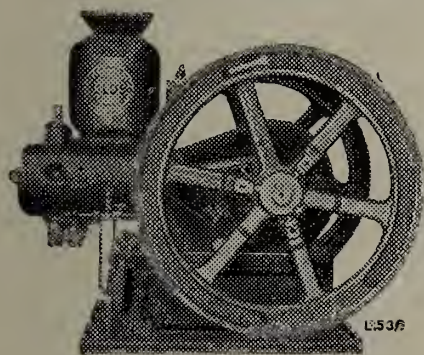
AN EXCELLENT WAY

In fact, the ONLY WAY to hold trade and secure the best NEW TRADE is by supplying your customers with the best farm machinery manufactured. The way to do this is by selling implements bearing the trademark of

MASSEY-HARRIS COMPANY, LIMITED

A COMPLETE LINE OF FEED AND STRAW CUTTERS

We can fill your requirements. We have all styles and sizes—every machine having made a successful record in Western Canada.



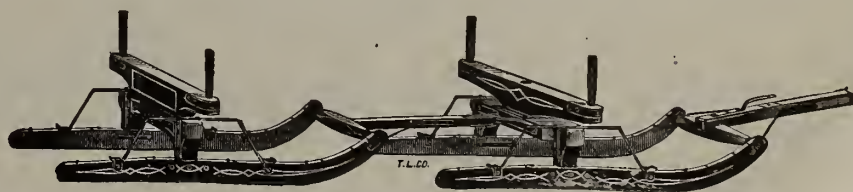
MASSEY-HARRIS
"OLDS"
GASOLINE ENGINES

Economical Durable Serviceable All Styles and Sizes



"BAIN" BEST BUILT BOB SLEIGHS

Give the Best Service and Perfect Satisfaction.



MASSEY-HARRIS CO. LTD.

Winnipeg
Regina

Saskatoon
Yorkton

Calgary
Edmonton

An Expert's Criticism on Fanning Mills.

In an interesting address to the Canadian Seed Growers' Association, Seager Wheeler, of Rosthern, Sask., winner of the first prize for the best wheat awarded at New York City in the fall of 1911, made some interesting remarks regarding the fanning mill. Among other remarks, he said: "If the grain is to be cleaned for market most mills are suitable, but to clean for seedling purposes few are altogether satisfactory. Some mills are too slow and tedious, others have a large capacity but do most inferior work. The most difficult grain to separate from wheat is barley on account of its similarity in size.

"Most fanning mills on the market are equipped with perforated zinc and wire sieves. They are also equipped with a fan to supply the wind blast, although this is frequently too weak. Another common defect in fanning mills is the shortness of the 'drop' (the distance the grain has to drop from the upper shoe to the lower shoe in front of the

blast). The average drop is from three to four inches. This is too short, as the grain reaches the lower sieve before the wind has had an opportunity to blow out the lighter kernels. According to our experience, the drop should be not less than eight inches deep.

"By regulating the blinds on the drum of the fan, wind can be adjusted to blow heaviest at the sides of the mill, or the centre, or an even blast throughout the whole length. It is a simple matter to reduce the blast, but impossible to increase it above the given capacity of the mill.

"In mills where the sieves and blast are combined, the shake is connected with the fan. Should the operator drive the fan harder to increase the blast he also increases the shake, and since he cannot properly feed the grain, this will tumble over the front of the mill with the rubbish.

"In all mills all weed seeds, rubbish and wild oats, except the small wild oats, may be separated. Other farmers say that they can also take out all the

large wild oats, but the small ones pass through with the wheat although they clean it several times.

"I shall explain how my mill is equipped for cleaning seed wheat.

"I have a large-sized hand-mill, but I have altered it into a power mill run by a small gasoline engine with belt and pulley, as chains are useless in such cases.

"The shake was changed from a long one to a very short trembling one. This allows me to speed up the fan so as to obtain more wind. The front of the mill is open where the grain drops from the upper to the lower shoe directly in front of the blast, a distance of eight inches. The grain drops on a small extension sieve laid on a grader sieve which can be pushed in or out to suit the grain I am cleaning. This extension sieve is made of zinc of different sized perforations to suit the kind of grain to be cleaned. The grain, in falling in front of the blast, drops on this sieve in a slanting direction. The heavy grain passes down to the grader sieve, while the lighter grains, heavier weed seeds and small oats, which passed through with the wheat, are inclined to the outside of the sieve, where the wind tumbles them over into a box placed for that purpose. Some of the heavier grains also fall over as well, but one has to sacrifice these grains in order to do satisfactory work. This can be cleaned over again for market if necessary.

"The rubbish passing over the sieves in the upper shoe is carried over the mill by a tin spout placed on the bottom sieve clear of the falling grain.

"I do not use wire sieves, as I find the zinc more satisfactory. By this method I can make a perfect separation in two cleanings. In cleaning for market, once is sufficient.

"In cleaning oats, I use a single zinc sieve of the proper size to take out straw knots and straws, adjusting the blast to suit. If there is wheat in the oats, I again pass over the wheat gang. The wheat goes through the sieve and the oats go over the sieve into a large box placed for that purpose.

"In cleaning barley, I use a single sieve in the upper shoe and a suitable grader sieve to take out small kernels, etc. If the barley contains any wheat, I treat the same as for oats.

"There is yet another mill I use on occasions. It is a sieveless mill—may be termed a wind-mill—and it is home-made. The grain falls from the hopper directly in front of a strong blast having a drop of about 12 inches, the wind passing through the falling grains separates almost all but the heavy grain which drops in a run-away to the bagger. The lighter grain falls into another run-way. A thin partition separates the two run-ways. This mill is used after grain is cleaned through a sieve mill—to take out heavy rubbish—as it will not blow out anything heavier than the grain being cleaned, but only the lighter grain."

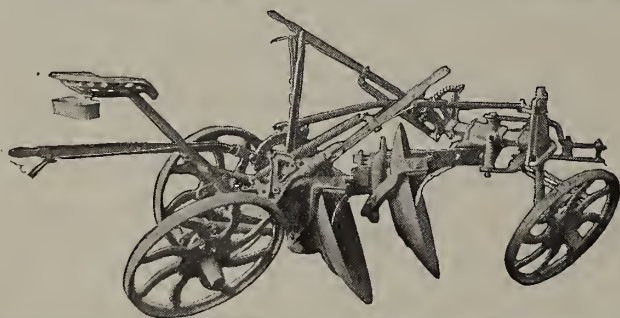
The Henequen Market

Henequen, otherwise known as sisal fibre, from which binder twine is made, is the principal export from the Port of Progreso in Yucatan. The Peninsula of Yucatan furnishes nine-tenths of the world's output of henequen, and in a recent U. S. Consular Report from Progreso some interesting figures are given regarding this fibre.

A few years ago a shortage in the crop of Manila hemp, followed by a large cereal crop in the United States, with a consequent heavy demand for fibre for twine manufacture, made a great increase in the price of henequen for a considerable time. The price of the fibre since then has been greatly reduced, but this year, owing to the big grain crops in the States and in Canada, and the shortage of Manila hemp, the sisal hemp market has been in a thriving condition. The shortage of Manila hemp is said to have been due to unusual drought in the Philippines.

The exports of henequen during the first eight months of 1912 were 474,898 bales, the bale being about 375 pounds. This amount was valued at \$8,272,272. Last year, for the same period, 484,261 bales were exported, having a value of \$6,496,793, which, though a decrease in quantity as regards the output this year, shows how the value of the hemp is a great deal more than it was last year. Despite the great demand for fibre this year, the planters still have a large stock in hand, holding it for the possibility of a further increase in price.

An ignorant man never passes up a chance to hand out information.



Emerson Deep Furrow Plows

The Emerson can be used as a deep tilling machine, plowing from 12 to 16 inches deep, and also can be changed to turn two furrows of ordinary width and depth, making it a general purpose plow.

Angles of discs can be quickly adjusted to meet conditions of the soil. Mixes soil thoroughly. Works easy in the hardest soil. Can't tip over in turning. Disc bearings and wheel bearings are oil-tight and dust-proof. Has the famous Emerson construction throughout, and countless other features that enable you to make the

Easiest Sales and Biggest Profits

Our best farmers advocate deep plowing. They will want Emerson Deep Furrow Plows.

SOLD AT A PRICE THAT ENABLES EVERY FARMER TO OWN ONE

Write for full particulars.

Emerson-Brantingham Implement Co.

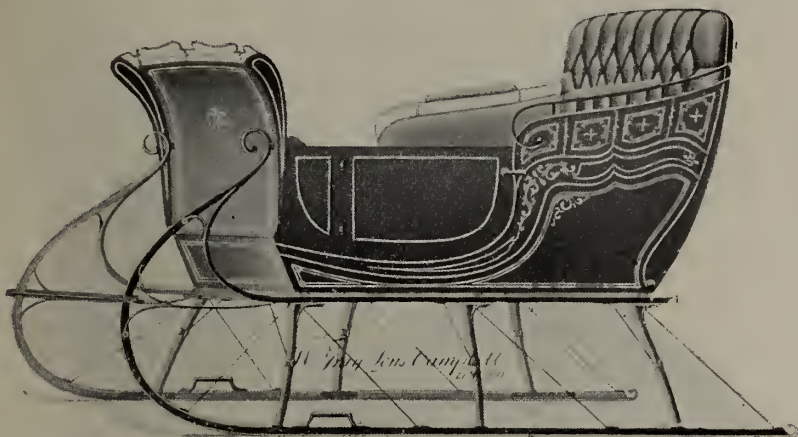
Market and Princess Sts.
Winnipeg, Man.

28250 Canadian Sales Agents: **TUDHOPE, ANDERSON CO., LTD., WINNIPEG**
Branches: Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton

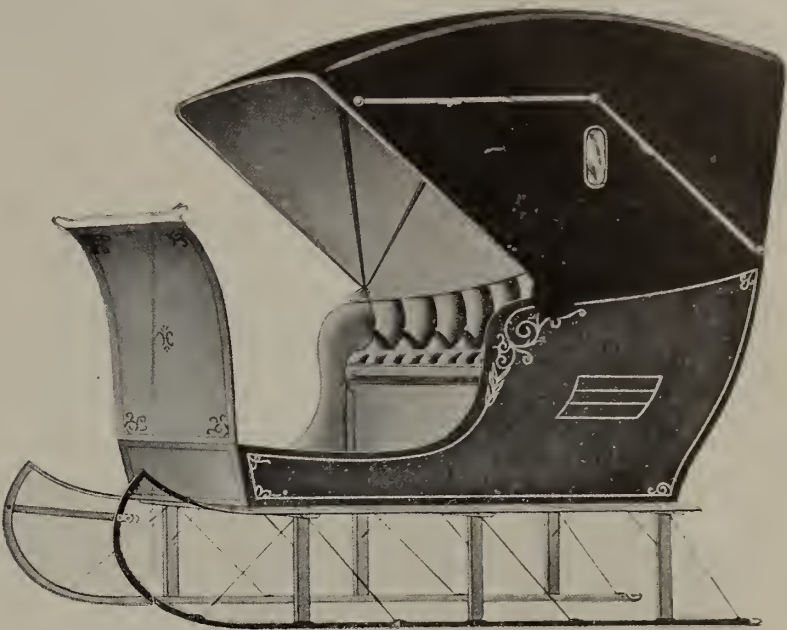
The Largest Line of Farm Machinery in the World

Cutters—Buggies—Mills—Scales

The GRAY-CAMPBELL LINE
is The Line That SELLS



No. 31.—Cutter with Fore Doors



Top Jumper

Don't let your opposition get ahead of you with a superior line of Cutters and Buggies. Get the **GRAY-CAMPBELL** line and you get in ahead, and what is more **you stay there**



Kitchen Cabinets

A necessity for every home. They appeal to every housewife. Ours are the most complete and comprehensive cabinets ever offered to the public. A satisfied woman is one of the best advertisements a dealer can have. See that farmers' wives in your district have one of our cabinets as a Christmas Present.

We may not be satisfactorily represented in **your** district. Write us for our special proposi-



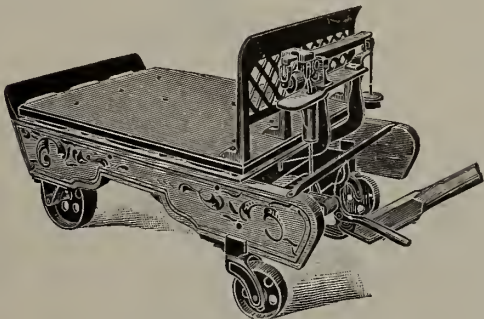
New Chain Drive Mill

The mills that make good. Made in three sizes for hand or power drive.



The Chatham Screw Pickler

Scales mean accuracy. The farmer now-a-days realizes that guess work with regard to weights is only losing him money. Our scales are accurately tested and inspected; they stand for absolute reliability, and by long service have proven their worth.



2,000 lb. Truck Scale



Five-Ton Pitless Scale

tion to dealers, our catalogue and price lists. Our lines are well-known and we ship promptly.

GRAY-CAMPBELL LIMITED

WINNIPEG, MAN.
MOOSE JAW, SASK.

Western Warehouses:

Brandon

Regina

Saskatoon

Calgary

Edmonton

Credits and Discounts

There was, in the past, the habit of extending credits solely because the customer was absolutely unable to pay cash. The seller of goods simply gambled on the chances of good crops, risking a great deal upon the fickle security of the weather, oftentimes losing heavily thereby.

But the credit system has undergone a change, and the man who extends credit nowadays usually is perfectly satisfied as to his customer's ability to pay. In fact, without security, it is fairly hard at the present day to get goods on credit should they come to any considerable amount. By extending credit the dealer sells larger amounts and, furthermore, usually holds the customer to him when the more prolific days come as far as money is concerned, for many a credit customer develops in time into a good solid cash customer.

But, should the dealer consider that the customer is not financially safe, he pursues a very short-sighted policy if he extends credit to such a man, since he usually rues it sooner or later.

David R. Forgan, president of the National City Bank of Chicago, commenting on credits

to a meeting of business men, said that credit was "a thing which a man who did not need it, could get in amounts limited only by the extent to which people knew he did not need it, but a thing which the man who needed it so badly that his name was already on the list of candidates for the poor farm, could not get at all." Tremendous commercial agencies operate throughout the entire business world for the purpose of determining the financial ability of business houses and business men, and the promptness and integrity with which they meet obligations. Special credit men are employed by all large business houses to investigate the ability and intent of each individual customer. Associations of credit men and rating bureaus are organized to assist one another in determining these things. And all this tends to show the great change that has come in the credit field—the change from gambling on crops and probable future earnings, to the predetermination of the customer's present financial ability and his general honesty in business transactions.

The original idea of discounts for cash payments within a stated period, was to induce the customer who did not have to wait

for his crops to mature, or who did not have to sell his goods before he would have the necessary money to pay for them, to settle his account with promptitude.

Many customers have in their brain the knowledge that other customers of the merchant's were extended credit, so they argued that if they could defer payment there was no reason why they personally should pay ready cash for their purchases.

Consequently, in order to contend with this, the merchant offered an inducement—a discount for payment in thirty days from the date of the purchase. Mr. Forgan pointed out how the man who had money often waited for more than the stipulated time, then sent a check with discount deducted. The merchant too often required the money and, although protesting to the customer, capitulated rather than lose a cash customer—being practically swindled out of the amount of the discount.

If credit systems are not planned as a means of relief for customers who are financially unable to pay cash, if the original purpose of discounts as special inducements no longer exists, we

can only conclude that discounts at least serve some worthy purpose or that they have outlived their usefulness, since their misuse only tends to make things harder for the honest customer who is deserving of credit but who does not have the wherewithal to meet even terms of thirty days.

Improving the Soil by Heating.

Two English investigators have just made a study of a method of improving the quality of the soil used by farmers for raising vegetables for transplanting, especially when the soil is used in cold-frames, or in borders, and is not manured.

The method consists in heating the soil with steam for some time. This kills the insect pests, and seems to increase the food value of the soil. On the other hand, the seeds seem to germinate more slowly, and the early growth of the plant is somewhat retarded. This is more than made up for later, however, for the plant, blossoms earlier, gives more and better fruit, and the root development is much more extensive. Badly poisoned soils might be made available by this means.



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order
Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000,

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

XMAS EXCURSION FARES

OLD COUNTRY

Nov. 7th to Dec. 31st

The Grand Trunk Pacific will run through sleepers and coaches from Western Canada points to Atlantic seaports connecting with steamers for the Old Country.

Eastern Canada

(Daily During December)

Tourist Sleepers daily during December between Edmonton, Scott, Biggar, Saskatoon, Nokomis and Winnipeg.

Travel via the Grand Trunk Pacific and connections and see St. Paul, Minneapolis, Chicago and Eastern Cities.

HOME VISITORS

(Daily During December)

The Grand Trunk Pacific has the finest equipment and roadbed in Western Canada. Electric lighted sleepers, diners and coaches.

OCEAN STEAMSHIP TICKETS—ALL LINES

Rates, reservations, tickets and full information from any agent of the Grand Trunk Pacific; or

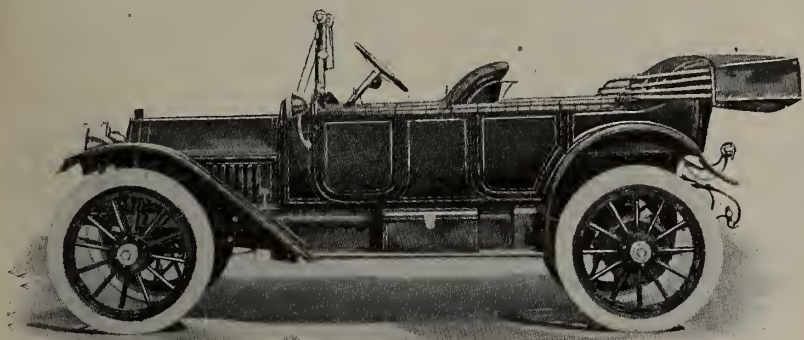


W. J. QUINLAN

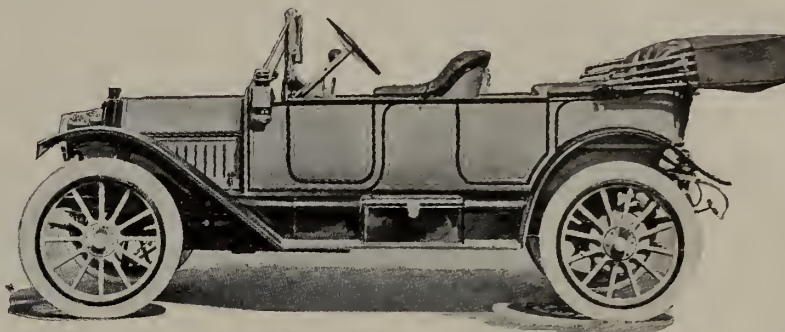
DISTRICT PASSENGER AGENT

260 Portage Ave., Winnipeg Main 5378, 7098

McLaughlin-Buick Announce New 1913 Models



Model 31, f.o.b. Winnipeg, \$1900

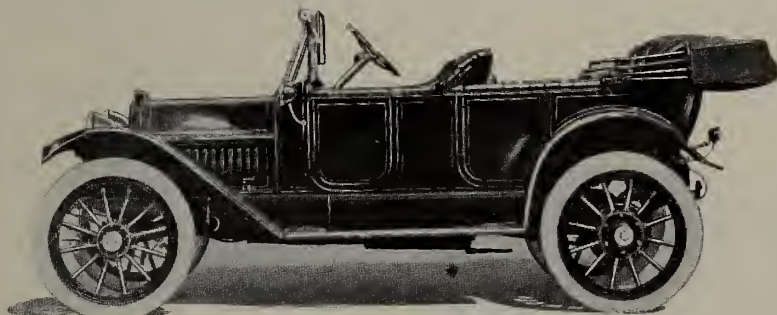


Model 25, f.o.b. Winnipeg, \$1510

Five of Our 1913 Leaders Two Roadsters--Three Touring Cars

These are Canadian built automobiles embodying the last word in construction and in mechanical design. They are absolutely guaranteed by the manufacturers, and are endorsed by Canadian motorists all over the Dominion. There are more McLaughlin-Buick Cars in use today than the combined products of several automobile manufacturers, while in 1912 the output of the McLaughlin-Buick factories was more than double the output of any previous year in the history of the concern. That is a tribute that speaks for the value of these cars—and is an evidence and an irrefutable argument regarding the quality and popularity of McLaughlin-Buick Cars.

POWER
STYLE
ADAPTABILITY
AND
DURABILITY



Model 40, f.o.b. Winnipeg, \$2440

THE
MEDIUM PRICED
CAR,
SUITS THE
POCKETS OF ALL

THE McLAUGHLIN-BUICK LINE

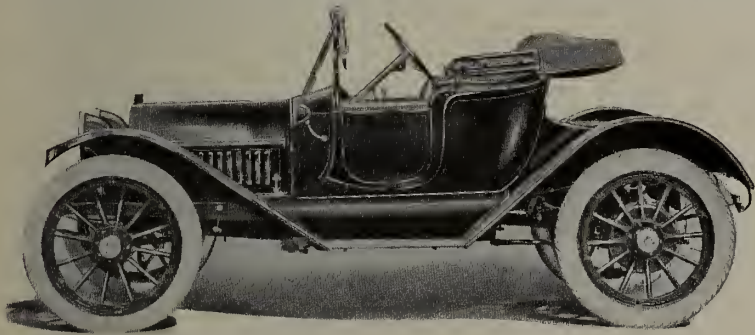
Model 40 Touring Car—5-passenger; 40 h.p.; 115 in. wheel base; 36 x 4 in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield; speedometer; nickel trim; self-starter; dynamo electric lighted throughout; f.o.b. Winnipeg, \$2440.

Model 31 Touring Car—5-passenger; 32 h.p.; 108 in. wheel base; 35 x 4 in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield; speedometer; nickel trim; self-starter; dynamo electric lighted throughout; f.o.b. Winnipeg, \$1900.

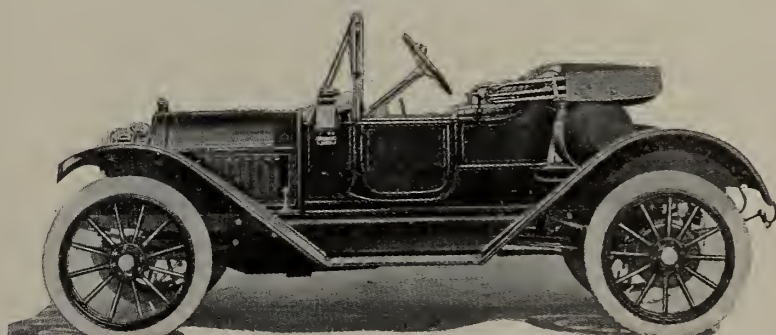
Model 25 Touring Car—5-passenger; 26 h.p.; 105 in. wheel base; 32 x 3½ in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield; speedometer; nickel trim; self-starter; Prest-o-lite tank; f.o.b. Winnipeg, \$1510.

Model 30 New Model Roadster—32 h.p.; 108 in. wheel base; 35 x 4 in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield, speedometer; nickel trim; self-starter; dynamo electric lighted throughout; f.o.b. Winnipeg, \$1750.

Model 24 Roadster—26 h.p.; 105 in. wheel base; 32 x 3½ in. tires, non-skid on rear; demountable rims; fully equipped top; wind shield, speedometer; nickel trim; Prest-o-lite tank; self-starter; f.o.b. Winnipeg, \$1300.



Model 30, f.o.b. Winnipeg, \$1750



Model 24, f.o.b. Winnipeg, \$1300

Complete specifications are given in our latest catalogs. Write for one and order early so that you may not be disappointed.

Live Dealers Wanted in Unoccupied Territory

The McLaughlin-Buick Service Department is of the greatest value to agents and prospective purchasers. From ocean to ocean our distributing depots and garages are stretched—easily and quickly reached when expert advice or assistance is required. We are at your service all the time—everywhere.

McLaughlin Carriage Co. Ltd.

WINNIPEG

Showrooms:
204-212 Princess St.

Garage:
275-277 Maryland St.

Western Branches: Regina, Saskatoon, Calgary, Edmonton, Vancouver

Head Office and Factory: OSHAWA, ONTARIO

Awards at the Dry Farming Congress.

Some of the principal prizes awarded at the Dry Farming Congress at Lethbridge were of considerable value.

Apart from cups, medals and trophies, in the many cases which were shown, we extract the principal prizes which have a dealing with the world of implements.

We quote the classes for which these implements were awarded, also the names of the various prize-winners:

Class 219—Individual Farmer's Exhibit. Best collective exhibit made by one farmer of his products. 1—Fairbanks-Morse gasoline engine and pumping outfit, donated by the Canadian Fairbanks-Morse Co. Ltd., Calgary, Alta., A. Perrey, Cardston, Alta.

Class 230—Best Individual Farmer's Exhibit of Sheaf Grain. 1—Emerson disc harrow, in and out throw, 10 feet wide, donated by Emerson-Brantingham Co., Rockford, Ill., through Tudhope, Anderson & Co. Ltd., their agents at Lethbridge, T. Reuter, Madras, Ore.; 2—12-barrel steel tank, donated by The Aultman and

Taylor Co., A. Perrey, Cardston, Alta.

Class 242—Best Good Roads Article on "Why it Pays Farmers to Build Good Roads." 1—Split-log-drag donated by the Northwest Harvester Co., Spokane, Wash., A. R. McFadden, Macleod, Alta.

Class 248—Best Display of Alfalfa Hay grown in Eastern Canada, sheaf of each cutting to show season's growth. 1—Litter Carrier, Feed Carrier or Sanitary Stalls and Stanchions to value of \$100, donated by the Loudon Hardware Specialty Co., Winnipeg, Man.

Class 300—Best Bushel Hard Wheat, open to the world. Rumely Oil-Pull Traction Engine, type F., value \$2,500, donated by The M. Rumely Co., La Porte, Ind., Henry Holmes, Raymond, Alta.

Class 301—Best Bushel of Marquis Wheat, open to the world. Automatic Grain Pickler, donated by Dominion Specialty Works, Winnipeg, Man., Henry Holmes, Raymond, Alta.

Class 302—Best Bushel Oats, open to the world; all plowing, seeding, harvesting and threshing to have been done with machinery using gasoline or oil fuel. Silver Cup, value \$100, donated by the Continental Oil Co., Lethbridge agency, T. P. Conlan, Moose Jaw, Sask.

Class 303—Best Bushel of Oats, open to Canada only. Oliver Gang Plow, value \$500, donated by the Oliver Chilled Plow Works, Hamilton, Ont., through International Harvester Co., J. Lanigan, Elfros, Sask.

Class 305—Best Peck of Flax, open to the world. International Corrugated 22-Wheel Packer, donated by the International Harvester Co., of America, H. Woolley, Dunmore, Alta.

Class 309—Best Peck of Kafir Corn open to the world. Parlin and Orendorff 24-Wheel Sub-Surface Packer, donated by Parlin and Orendorff Co., Canton, Ill., Marle Woodson, Oklahoma City, Okla.

Class 310—Best Sheaf of Hard Wheat, open to the world. Stewart Sheaf Loader, value \$500, donated by the Stewart Sheaf Loader Co. Ltd., Winnipeg, Man., R. H. Carter, Fort Qu'Appelle, Sask.

Class 311—Best Sheaf of Oats, open to the world. Deering or McCormick Grain Binder, donated by the International Harvester Co., of America, B. T. Bailey, Lacombe, Alta.

Class 312—Best Sheaf of Barley, open to the world. John Deere 8-foot Harvester and Binder, donated by the John Deere Plow Co., Moline, Ill., T. Reuter, Madras, Ore.

Class 313—Best Sheaf of Flax, open to the world. Van Brunt 20-Double Disc Drill, donated by the John Deere Plow Co., Moline, Ill., H. H. Jenkins, Pincher Creek, Alta.

Class 317—Best Peck of Potatoes, open to the world. Spalding Deep tilling machine, donated by the Spalding Plow Co., Cleveland, O., D. Matheson, Armstrong, B.C.

Class 319—Sheaf of Timothy, open to the world. Three-Wheel Farmer's Truck Scale, donated by Ontario Wind Engine and Pump Co., Calgary, Alta., A. Perrey, Cardston, Alta.

Class 320—Best Showing made by an Alberta Municipality. Sawyer-Massey Road Grader, presented by the Sawyer-Massey Co., Regina, awarded to Cardston, Alta.

British Columbia was particularly successful at the Congress,

winning in all 41 prizes. This province was largely represented, carrying away the provincial sweepstake for boxed fruit and the sweepstake prize for the best potatoes.

The mountain province furthermore carried away one special prize, sixteen firsts, sixteen seconds, five thirds and one commendation.

Threshing Standing Wheat.

When harvest arrives in Kansas it is time for a progressive farmer to get his small grain into sacks with all possible speed or be ready to put some ugly figures on the wrong side of the ledger. Big crops require many farm hands at harvest time and these are getting scarcer every year. This situation has given a young Kansan an idea which is getting considerable attention among the wheat growers. He has invented a machine to thresh the grain as it stands in the field. He claims that one man and four horses can do the work of a whole threshing crew.

This thresher is set on a truck in such a manner that it can be raised or lowered at will. A 25-h.p. gas engine operates the mechanism. As the thresher moves along, heads of grain are blown against a cylinder set with 4-in. teeth. This rotating cylinder lops off the heads and tosses them back into a cavity. From this the grain is carried up on a worm to the rethreshing cylinder which rotates at greatly increased speed. Having been threshed the grain is carried up a perpendicular tube called a cleaner and passes through a strong current of air from a blower. Here all chaff and dust is finally disposed of, and the grain falls through another chute into the sack or wagon.

With the exception of the truck and the gas engine, the machine contains but eight moving parts and all these rotate. The current from the blower is said to be strong enough to pick up fallen grain in the field, but a finger is provided for this purpose if desired. After the threshing the farmer need not remove the straw before plowing. He starts his plows to work when he is ready and plows the standing straw under.

The trouble with a great many young men is they don't like to work between meals.

The wise fly doesn't attempt to pull off anything within the circulation of the cow's tail.



THE LINE THAT WINS TRADE YOUR WAY

This is the best time of the year to sell BT Litter Carriers. The selling season is on right now. Thousands of BT Litter Carriers are being sold this fall—and a good substantial profit on every sale. Write us to-day. Ask us about our lines, our methods, our business. Fair, square treatment, and exclusive sale territory. We want a dealer in every town.

THE BT LITTER CARRIER

Every farmer needs one. There are dozens of farmers around your town who will buy this fall if you get after them. We're conducting a big advertising campaign to create dealer-demand. We're getting lots of enquiries from your district. We'll turn

them all over to you—if you take up our lines—and send you salesmen to help you clinch the sales. Our goods sell to the best farmers in your district and bring you in touch with their trade.

MORE BT LITTER CARRIERS HAVE BEEN SOLD THIS YEAR—FOUR TIMES OVER—THAN ALL OTHER MAKES PUT TOGETHER. WHY NOT GET SOME OF THIS TRADE? DROP US A POST CARD TO-DAY. WE WANT YOU TO HANDLE OUR LINE IN YOUR TOWN.

BEATTY BROS. LTD.

**331 Pacific Avenue
BRANDON, MAN.**

Our line includes: Hay Carriers, Steel Cow Stalls and Stanchions, Litter Carriers, Horse Stable Fittings, Ladders, Grain Grinders, Pumps, Washing Machines. Please ask for Catalogs.
REMEMBER! WE PROTECT OUR DEALERS.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers. Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



LOUDEN Barn Equipments

Sell Themselves

Cow Stanchions
Steel Stalls
Mangers
Litter Carriers

Feed Carriers
Track Equipment
Barn Door Hangers
and others

Farmers all over the land are seeking Labor-Saving Devices and scientific equipments. Somebody is selling them—why not you? Help yourself to a nice increase in income each year by selling the Loudon Line of Perfect Barn Equipments.

We are extensively advertising the Loudon Line — they are easy to sell. We invite implement dealers to co-operate with us. Our proposals are attractive. Help yourself !!!

SEND FOR CATALOGUE
AND AGENCY TERMS

Louden Hardware Specialty Co. Winnipeg

Head Office:

THE LOUDEN MACHINERY CO., GUELPH, ONT.

DEALERS WHO DON'T



REALIZE THE PROFITS made possible by handling the

TOWNSLEY LIGHTNING ARRESTER SYSTEM

are losing money all the time.

Consider the damage done by Lightning in Canada every year. Consider the monetary loss sustained by the farmer who leaves his buildings unprotected. What stronger selling argument can you desire?

The great damage wrought by Lightning is a proven fact.

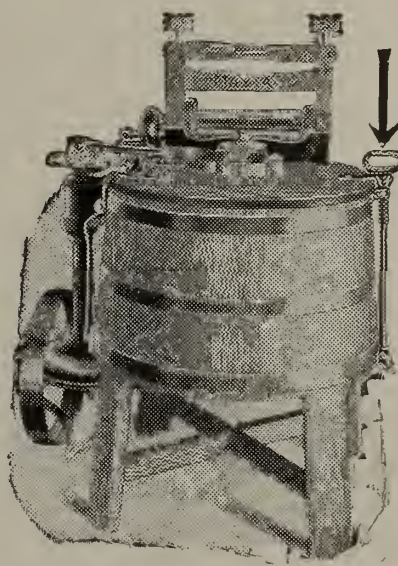
The TOWNSLEY SYSTEM gives absolute protection against that damage.

If we are not represented in your district
— write for our Terms and Contract —

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.

Washers that Sell!



Power Washer, the smallest Gasoline Engine will run it

Do you want to win the friendship of the wives of your customers? If so, sell

Maytag— Washing Machines

More than 12,000 of these machines have been sold in Western Canada, and practically every one was sold through the medium of the retail dealer. They are marketed in no other way. MAYTAG Washers are made in three styles, **hand, power and electric drive**. The power machine has also a hand-drive attachment and our patent swinging wringer, the whole machine being controlled by the handle shown by the arrow

This and other exclusive features instantly appeal to every woman—what better advertisement can a dealer have than the talk of a satisfied woman?

Sell these Washing Machines and you will
increase your Profits, Prestige and Popularity

The Maytag Co. Ltd.
Winnipeg

Laus Deo!

Thanksgiving Day has come and gone. Towards nightfall on that day—set aside for thankfulness to God, but, alas, too often misused—swirling snowflakes began to fall over Winnipeg and the surrounding country. Next day, when the gray dawn crept over the city, it was a city swathed in snow, and a north-east wind cut across the prairie, raising drifts in the streets and suspending all traffic.

Again—like the Monks of old—let us say “Laus Deo”—“Praise God.”


The season has not been perfect, yet towards the end when threshing operations were forward, Nature dealt bountifully with Western Canada, and we had cold, calm days of rare beauty. The farmers of Western Canada, as a whole, have little need to complain. Consider an estimated grain yield of 196,000,000 bushels of wheat, 224,500,000 bushels of oats, 49,600,000 bushels of barley and 12,900,000 bushels of flax. For this ungrudging bounty of the earth the farmers of the West will be recompensed by about \$208,000,000.

Not many of us in Western Canada have had a hand in the actual handling of the grain, in its harvesting or threshing, but by the law of economics a great many of us will directly and indirectly share in the harvest of the money crop.

Much of that \$208,000,000 will go towards supplies for the farmer, towards stock and towards implements. Prosaic as the implement trade may seem to those actually engaged in its pursuit, it is, in reality, as full of romance as any line of business.

By means of the implements sold in the stores of Manitoba, Saskatchewan and Alberta, these millions of bushels of grain were made possible. By means of the plow, the waste places of the earth are made to bear wheat so that the hungry of the earth are fed. Some day the world shall realize, as it does not now, how much humanity owes to the manufacturers and sellers of farm implements. By the use of farm implements the earth has been made more fruitful, by their means the wide areas of Western Canada are cultivated at a speed formerly impossible; and speed means much in the brief summer of the Canadian West.

Yet, apart from all these things, how many of us, implement men, or men in any craft or calling, sit down honestly



CANADIAN FARM IMPLEMENTS

THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
\$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
RATES MADE KNOWN ON APPLICATION
Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE
Solicited on all matters pertinent to the implement and vehicle trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, NOVEMBER, 1912.

upon Thanksgiving Day to think of its symbolism, of its true meaning?

In years that were it was a day set aside for worship and a day when men and women used to thank the Giver of all Good Things for the gifts that the Deity in bounty showered upon them.

But we forget—years roll on and competition and business energies make us self obsessed and materialistic. We forget to Whom we owe all, and Thanksgiving Day becomes but a holiday—a day for multifarious interests and many diversified amusements.

Let us remember, and let us be a little less of this world. Things pass and are gone and we are but specks in the Infinite. Let us not be afraid to say—as said the priests of old—“Laus Deo!”

Grit

Grit is one of the greatest qualities that a man can have. It is essentially a mental quality, and without it a man who possesses the thews and sinews of a giant is about the same value as a child. It is the quality to confront obstacles, to overcome difficulties to hang on grimly so that you cannot be shaken off. It means endurance, and the man who can endure most is the man who possesses most grit. The world contains so many ex-

amples of grit. We can see in visions the pale face and hollow chest of Robert Louis Stevenson, coughing, always coughing, but sitting up in bed and writing upon a board resting on his knees the brave philosophy so peculiarly his. We can see the mangled bodies of the martyrs in the arena at Rome, while out on the stained sand one or two men and women stand waiting while the lions crouch and creep towards them—death slinking silently across the sand. Francis Drake, worn and weak with fever but driven on by his indomitable will, staggers with a handful of Englishmen through the miasmatic jungles of the Isthmus of Panama, until at last they reach an eminence beyond which, away to the soft sky line, they see the waters of the “Peaceful Ocean.”

Again and again in the history of the world we have instances of grit—and the names of the men who had it reverberate down the clanging corridors of Time. But grit is not all in the limelight. Right today, hidden, silent and unknown, thousands of men and women are giving daily examples of the quality of endurance. Men are working and women are working every day that passes while they are oftentimes in physical anguish. But the competition is too keen, the necessity far too great. They dare not stop, for behind presses the hordes of the world's workers and they must keep up. Have they not heard

the stifled groan as someone lost their footing; the pressing mob behind move silently forward by the space of a body.

It is not through lack of examples that any of us do not possess grit. It is essentially a something lacking in ourselves—a something indefinite in our character. Grit is wanted in the business world of today. Things have to be faced and odds overcome and long strains have to be endured. It matters not whether it be in the teeming city or in the prairie township, grit is needed under many circumstances. It is a short sharp, hard word, we might almost call it an unbeautiful word, but it contains a wealth of meaning in its brevity. The man who has grit in his mental make-up has an infinitely greater chance of going ahead than the man who is not so composed. Grit is not cheap bravado or bluff. These are only spurious qualities and they utterly lack the capacity of endurance. Hold tight, hold fast, go ahead, deal squarely, but, beyond all, do not remain passive, immovable, without inertia. If a man is not going forward, he is going back, although he may think to himself that he is simply retaining his old position. Let the direction ever be ahead, and let grit be the driving power behind you.

Implement Firms Change Hands

An announcement of considerable interest both to the farmer and to the implement dealer in Canada is that which was recently made when the well-known American firm, the Bateman Manufacturing Co., makers of the famous “Iron Age” implements, took over the plants of the Wilkinson Plow Co. Limited, and the Toronto Pressed Steel Co., both of Toronto, Ontario.

The two latter companies are well known throughout Canada for their line of plows of all sorts, ensilage and straw cutters, pressed steel pan and wheel scrapers, land rollers, wheel barrows, drag harrows, beet pullers, etc., all of which they have been producing for some considerable time. The Bateman Manufacturing Company was established some seventy-seven years ago at Grenloch, New Jersey, U.S., where they make a very popular line of garden and farm tools, potato diggers, hand plows, harrows, pumps, spraying outfits, etc., all sold under the trade name, “Iron Age.”

The Wilkinson Plow Co. and the Toronto Pressed Steel Co. will continue to make their goods in their original plants as aforetime, but the new organization will be known as the Bateman-Wilkinson Company Limited, having its headquarters at Toronto, Canada.

In addition to their previous lines, it is stated that the two Toronto concerns will now manufacture "Iron Age" implements. These implements will be rapidly produced to meet the steadily increasing demand for them throughout Canada — a demand that follows on their satisfactory service.

Implement dealers may secure full information regarding the "Iron Age" line by writing for booklets and catalogs to the Bateman Mfg. Co., Grenloch, N.J., U.S.A.

Profits and Percentages

The Illinois Retail Implement and Vehicle Dealers' Association recently held a convention at Peoria, Ill. One of the members, Mr. W. L. Derry, made some interesting remarks on the subject of cost accounting for retail dealers. He said:

"While the dealer may know that he should have an average per cent or net profit of $7\frac{1}{2}$ per cent or 10 per cent, he cannot get it, because if he adds this amount to the total cost of the goods, in many cases the article would be so out of line in price compared to his competitor's price that he could never get any business on this particular article.

While the conditions prevail that exist at this time, no dealer can adopt a uniform per cent of net profit, and hope to get the business on many of the articles he sells, because the dealer must take into consideration the price quoted by his competitor on the same identical goods.

While he does not necessarily need to meet the price made by them in all cases, he can only hope to get a small advance in price more than his competitor.

Dealers as a rule cannot hope to get as large per cent on wagons as they can on buggies; binder twine will not show as large per cent of profits as cream separators, and very few, if any, of the implements will sell with as large per cent of profit as the special goods, or small and miscellaneous goods.

In fact, I find the net profit, on miscellaneous goods, such as singletrees, doubletrees, axle grease, machine oil, water tanks,

small feed mills, stock fountains and such goods, show double the net profit I can get on implements.

If conditions surrounding the implement dealer is such that he cannot price all goods at a uniform per cent of profit, what is the use of advising him that way? Why not advise him to sell all goods at a profit?

Find just what the total cost of his goods are, that is the delivery cost, plus the cost of doing business, and then add his profit in dollars and cents.

He knows if he adds a dollar to total cost, that his profit is one dollar, if he sells for a dollar less he knows that he has lost one dollar.

If he finds his competitor's price is less than his own total cost, then back off, and look after the sale of goods that will show a profit.

Let his competitor spend his time selling the goods that do not pay, then he will have less time to get business on goods that do pay a profit, and the dealers who back off on the line that does not pay, will have all their time to devote to goods that pay a profit.

I believe that the dealer who is not up on cost accounting, can be made to understand how to figure his cost of doing business on delivery cost, with a great deal less effort than he can on the sales.

Many of the implement and vehicle dealers have formed the habit of a loose-end business, and when they are approached on this subject they will beg the question, saying they do not have the time to keep their books posted and look after all the details of their business.

The fact is they neglect to use the time they have to any advantage. They put off until tomorrow what they should do today."

A New College.

Characterized by experts of wide experience as being the finest and most up-to-date of its kind on the American continent, and not excelled by any similar institution in Europe, the new Manitoba Agricultural College at Winnipeg is making rapid progress. Although the buildings which comprise the complete whole, will not be fully finished and equipped for two or three years, sufficient has been done to indicate the immensity of the undertaking. The completed work will cost over \$5,000,000, while the work on hand at present

is costing in the neighborhood of \$2,500,000, and includes a group of buildings comprising administrative offices, horticulture and biology building, chemistry and physics building, a central power house and a building which will accommodate 500 resident students. The area of the site contains 1,100 acres, and as the main group of buildings is situated in a portion of the site contained in a wide sweep of the river, it has water on three sides of it.

Potato Drying in Germany

The Minister of the Interior in Germany has published statistics regarding the potato-drying industry in that country for the years 1910-1911. In those years the number of factories in operation were 327, using 417,641 tons of potatoes. For home consumption 10,517 tons were converted into small pieces and disks; 84,533 tons were made into potato flakes, while 1,046 tons were made into potato flour. For export, 3,939 tons were made into disks, while 6,977 tons were made into flakes or potato flour.

Of the 327 factories in operation during 1910-1911, besides potatoes, 13 dried grain, 11 dried the leaves of sugar beets, and 20 others dried other agricultural products; 181 of the plants worked day and night shifts of 12 hours each.

The 417,641 tons of potatoes used by the 327 drying plants in 1910-1911 were equivalent to 15,345,659 bushels, calculating at 60 pounds to the bushel.

An Announcement

The John Deere Plow Company have recently made an addition to their well known line. They will, in the future, handle the sales in Western Canada of the Hoover Potato Digger, and also of the Aspinwall Manufacturing Company's potato cutters, planters, sprayers, sorters and broad-cast attachments. Both these concerns are widely known as manufacturers of potato machinery, the Hoover Manufacturing Company being located in Avery, Ohio, while the Aspinwall factory is situated in Jackson, Michigan.

In placing their selling interests for Western Canada in the hands of the John Deere Plow Company, these two manufacturing concerns will have the advantage of securing the wide selling organization of the plow company who have branches situated in all the main distributing centres throughout our Canadian West.

Personal

Pannel Bros., who used to carry on an implement business at Drinkwater, have sold out.

Charles S. Butcher has discontinued his business as an implement dealer at Bittern Lake.

A new implement concern has commenced operations at Speyer, being known as the A. F. Warner Company.

H. A. Elder has taken over the implement business at Drinkwater formerly carried on by O. A. Borgen.

Neil Mills has enlarged the business world of Stenen by the addition of an implement business at that point.

C. M. Johnson has opened a new implement store in Norquay. We wish him every success in his venture at that point.

L. J. E. Murray, of Selkirk West has sold out his implement business to an implement dealer named R. R. Stevens.

Jas. Tudhope, M.P. of Orillia, Ont., president of the Tudhope Anderson Co. Ltd., spent a few days in Winnipeg recently.

W. J. Simply, of Aylesbury, has sold his branch hardware and implement store at Holdfast to two partners named A. and F. Martz.

Thos. A. Hill has taken over the implement concern which formerly was carried on by Henry Robertson in the town of Maple Creek.

B. L. Beach & Son, have taken over the implement business formerly carried on by McWilliam Bros., in the town of Ernfold.

Mr. J. F. Bradley, formerly shipping manager for Rumely Co. at the La Porte office has been promoted to assistant foreign sales manager.

Mr. Pablo Homs of the foreign sales department of the Rumely Co. is to go to the Emerson-Brantingham Co. to take up foreign sales work.

Ed. Cahill, manager of the Gray-Campbell Co., of Winnipeg and Moose Jaw, has just left Winnipeg on an extended western trip in the interests of his company.

The implement firm of Hodges, Crane & Hepburn at Mortlach has sustained a change in its management. It is now being carried on by two partners — Hodges & Forsythe.

T. E. Bissell, manufacturer of the well-known Bissell harrows, recently spent a few days in

Winnipeg with the John Deere Plow Company, which concern handles the products of the Bissell plant throughout Western Canada.

Mr. S. J. Patterson, formerly branch manager at Columbus, Ohio, has been transferred to the home office at La Porte of the Rumely Co. where he is to take a departmental position.

J. M. Reid, manager in Winnipeg for the Ontario Wind Engine & Pump Co., has just returned from a trip along the Yorkton branch line. He reports crop yields and business as being in a good condition.

The Perrigo Implement Company, of Swift Current, have sold their branch store in the town of Herbert to John De Fehr. We trust that his customers will not "defer" payments when they are dealing with him.

S. S. Stratton, Jr., who was secretary for the M. Rumely Co. of La Porte, Ind., has recently severed his connection with that company. He goes to New York as manager of the Agricultural Credit Company, a newly formed organization.

Arthur Irwin, who has been manager of the Canadian collection department of the M. Rumely Company, of La Porte, Ind., with headquarters at Winnipeg, has been transferred to the main office of the company at La Porte.

E. Jobin, of St. Claude, was a man of multifarious interests. In that town he ran an implement business, a lumber business and a general store. Evidently the implements and lumber pay, since he has sold out the general store side of his business.

A. W. Grant and P. E. Montanas, inventors and holders of a plow patent, are negotiating with the board of trade of Bassano, Alberta, to establish a manufacturing industry there. We understand they are organizing a company in the town for that purpose.

M. J. Rodney, general agent for the International Harvester Coy. at Winnipeg, recently returned from a trip, during which he covered most of his territory. He spent a few days in Weyburn during his tour looking into business conditions around that centre.

We are pleased to note that Geo. A. Lee, who has been the agent in Winnipeg for the Chicago & Northwestern Railway during the past seven years, has recently been appointed to the post of assistant general passen-

ger agent for that road, having his headquarters at Minneapolis. This is an excellent position, and our heartiest congratulations go with him to his new sphere of labor.

A. Le Gresley, president and manager of the Burrage Cooper Co., is at present on a trip to the States, during which he will visit the plant of the Geiser Manufacturing Company, and also the headquarters of several other concerns from which his company purchase their goods.

The Canadian Standard Automobile and Traction Company, with a capital of \$250,000, are calling for tenders for the erection of a factory at Moose Jaw. The factory will be 50 feet by 250 feet, its value, along with the machinery, being in the region of \$100,000. A. R. Walton of St. Louis will be general manager.

We had the pleasure of a visit recently from Mr. Beatty one of the partners of the firm of Beatty Bros., of Fergus, Ont. and Brandon, Man. Mr. Beatty is a very busy man and his firm have recently enlarged their line by the addition of all the implements formerly manufactured by Wortman-Ward Co., of London, Ont.

On October the 8th, the implement warehouse of John Brackley in High River was totally destroyed by fire. Along with a large stock of implements, twelve tons of binder twine were destroyed. The loss on the building, which was owned by Shaw & Cooper of Nanton, is about \$4,000, the loss on stock \$20,000 of which \$13,000 can be retrieved by insurance.

J. D. Oliver, president of the Oliver Chilled Plow Co., of South Bend, Indiana, recently visited the branch house of the International Harvester Company at Weyburn, Sask. The harvester concern handle the products of the Oliver factory, and the president of the plow company spent some time in Weyburn looking into local conditions at that western point.

The month of September, 1912, has been phenomenal from the number of fatalities and accidents that occurred in agricultural pursuits. There were six fatal accidents and eighteen non-fatal during that period in Canada, four of the fatalities being caused by men being run over by binders, while nine of the non-fatal accidents were caused by binders and threshing machines.

A. Simmers, president and sales manager of the Stewart Sheaf Loader Co., is at present on a trip to Eastern Canada and the United States. During his trip he will

visit Guelph, Toronto, Chicago, Minneapolis and many other eastern and southern points. The trip is largely in the interests of forming an American company to push the sale and manufacture of the Stewart Sheaf Loader in the United States.

H. W. Hutchinson, general manager of the John Deere Plow Company, has just returned from a trip to the various branch houses of that company in Western Canada. He visited Regina, Calgary, Edmonton and Saskatoon during his journey, and reports business as being good notwithstanding the adverse weather conditions prevalent during the early days of the harvest.

"Making hay while the sun shines" is a good old motto, and, adapted to the night hours, we have to say that in Western Canada, we make furrows while the moon shines. On the farm of Fulton Bros., at Oakland, near Portage la Prairie, they are doing their fall plowing by electric light, having installed a strong electric searchlight on the front of their tractor. So can the adaptation of modern power make use of good weather by day and by night.

S. H. Chapman, of Toronto, president and general manager of the Ontario Wind Engine & Pump Co., together with J. C. Bevan, general sales manager of that company, are at present on a trip through the West investigating trade conditions. They will visit the branch houses of the company at Winnipeg and Calgary. They were accompanied on their trip by J. M. Reid, Winnipeg manager for the Ontario Wind Engine & Pump Company.

Building has commenced on the new wagon and plow factory being erected at Red Deer by the Red Deer Manufacturing Company. In connection with this concern, the Red Deer Development Company has been incorporated with an authorized capital stock of \$1,000,000 under which the above named manufacturing company, with a capital stock of \$200,000, have secured a tract of 640 acres on which they are erecting their factory.

In order to still further perfect the sales line already laid down and working in Europe, Mr. A. C. Berghoff, export sales manager of the Rumely Products Co. has left for an extended study of foreign trade and markets. He will spend some time in Germany where this year the demand for American-made agricultural implements has been so great as to

exhaust the entire stocks carried. He will then proceed to Odessa, Russia, where a regular branch house of Rumely Products Co. is doing a very good business.

A New Line for Beatty Bros.

It has been announced that Beatty Bros. of Fergus, Ont., and Brandon, Man., have taken over the line previously produced by the Wortman & Ward Co., of London, Ont., and Winnipeg.

The majority of Canadian farmers have some goods on their farm manufactured by the Wortman & Ward Co. Their lines of churns, pumps, washing machines, grain grinders, etc., are favorably known all over the West, and, in their particular sphere, they are one of the largest manufacturers in Canada.

This Company was started in London, Ont., by Mr. Wortman in 1879, in which year he came to that city with a capital of only \$350. Today the firm occupies over 60,000 feet of floor space, and employs over a hundred hands. The aim of the company has ever been to turn out the very best possible goods and to always deal fairly with its customers.

Mr. Wortman was an inventor rather than a salesman and his goods sold more through their inherent good qualities than through any other reason.

For many years Mr. Wortman has conducted a profit assuring plan with his employees which undoubtedly did much to maintain the high quality of the goods produced by the firm.

However, owing to poor health, Mr. Wortman decided to dispose of his business, a step greatly regretted by both his business associates and his employees.

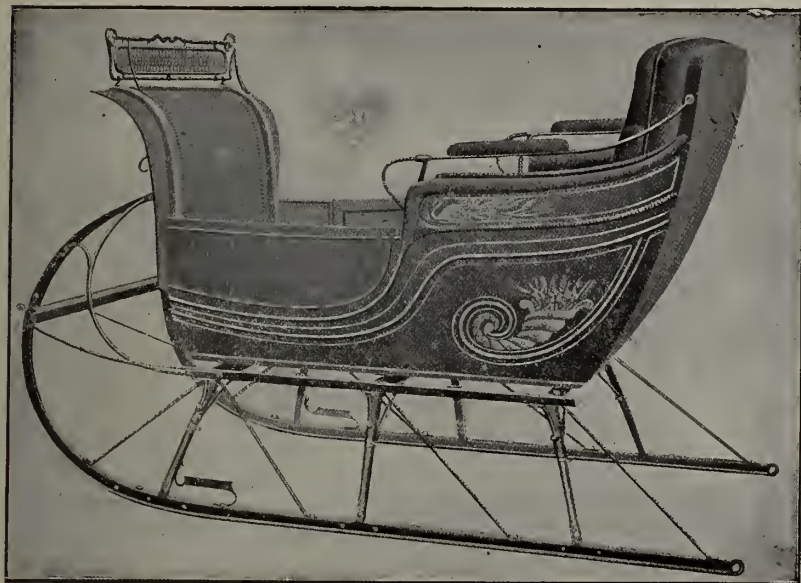
The firm of Beatty Bros., who have purchased the business, is well known to every reader of this trade journal. They enjoy the reputation of being one of the most progressive manufacturing concerns in Canada, and the B.T. Hay Tools, B.T. Litter Carrier, and their B.T. Sanitary Steel Stalls are held to be a standard for this type of goods in Western Canada.

In manufacturing this line of barn equipment, they employ over one hundred men and have branches at St. John, Montreal, Brandon and Vancouver.

It is their intention to continue to manufacture the Wortman and Ward lines in the London factory, and it will be their aim to keep up the high standard of quality, heretofore possessed by the Wortman & Ward line.

THIS IS THE STEEL AGE

THE LATEST IS A STEEL CUTTER



No. 205 Brockville Steel Cutter with Fore Doors.

PRESSED STEEL SIDE
PANELS, BACKS AND DASHES
STEEL FORE DOORS
SELECT HICKORY GEARS

The very Latest, the Strongest and most
Durable—Practically an

INDESTRUCTIBLE CUTTER

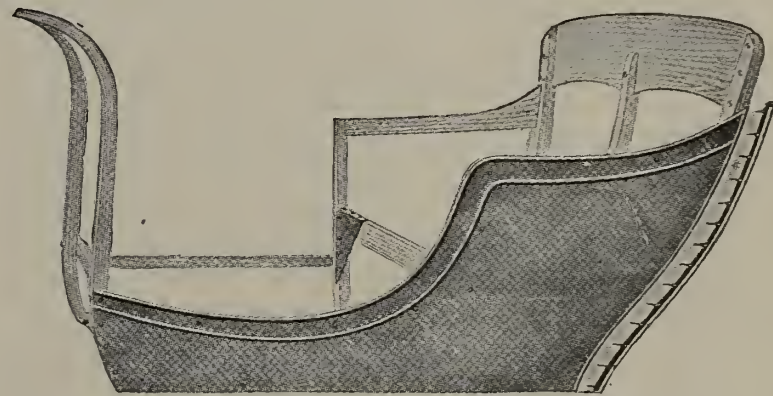
ALWAYS LEADING

BROCKVILLE cutters have always been recognized as the most stylish, comfortable and serviceable winter vehicles used in North America. When an improvement of any sort can be effected, it always comes out first on the "BROCKVILLE" line. STEEL FORE DOORS were first used on BROCKVILLE CUTTERS and nothing in its construction ever added so much to the comfort and appearance of the cutter. This Fore Door device is patented and is an exclusive BROCKVILLE feature. While leading in every new departure, its substitution of FINE PRESSED STEEL for WOOD bodies makes an entirely new and daring record in carriage building, and the BROCKVILLE CUTTER for 1913 will have

PRESSED STEEL PANEL BODIES—SIDE PANELS, BACKS AND DASHES ALL OF PRESSED STEEL

CUTTER TROUBLES CURED !

Cutters are used in a season often of excessive moisture from melting snow which very quickly finds its way into the wood panels. They have to meet the roughest usage to which a carriage of any kind is subjected and the panels open up very often before being used one season. STEEL PANELS put an end to this, and the sorry spectacle of checked, warped and split panels—mouldings broken or knocked off and having to be tacked on again. THE MOULDING ON THE STEEL PANEL IS A RAISED PART OF THE PANEL ITSELF. There are no defective joints to open up. Corners are covered with angle steel specially rolled for this purpose.



NO. 205. CUTTER FRAME WITH STEEL-CLAD PANEL.
Note the neat corner iron-moulding that is put on over the joints.

A LASTING FINISH

A better finish is obtained on the steel body than on the wood. The steel panels are treated with a special process which makes the paint adhere tenaciously to the body. Steel does not absorb nor is it affected by the atmosphere. The finish thus obtained is the highest possible in

BEAUTY AND PERMANENCE

GET THE BUSINESS

Double your cutter trade by selling the "Brockville Steel Cutter." Your customers will want it. They are looking for the latest and best, and they know that every line sold by the John Deere Plow Co. is a leader. The very best the world offers. A guarantee of

QUALITY AND SERVICE

JOHN DEERE PLOW CO. LTD.

Winnipeg

Regina

Saskatoon

Calgary

Edmonton

Lethbridge



Roller Bearings
Light Draft

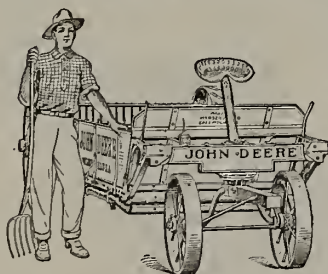
JOHN DEERE SPREADER

The Spreader with the Beater on the Axle

WITH the John Deere Spreader on your sample floor you will have the spreader business in your locality coming your way. It is so great an improvement, so radically different and so much more simple than any other spreader made that, after a farmer once sees it, nothing can induce him to buy an old style "high-up" machine.

Revolutionizing the Spreader Business

IMAGINE a manure spreader without any chains; with all the clutches and adjustments removed; one that has no extra shaft for the beater, no stub axle or counter shafts; one on which the parts that drive the beater all surround the main axle and are within a distance of twelve inches from it; one that, besides being of much lighter draft than any other you have ever seen, is so low down that it is only necessary to lift the manure as high as your hips when loading. Imagine all that and you have some sort of an idea what this new John Deere Spreader is like.



Only as High as Your Hips

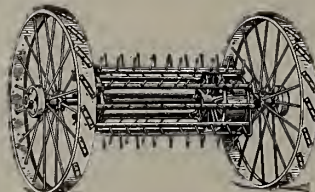
counter shafts that constantly work out of line and give trouble.

It takes all the strains and stresses of spreading off the frame of the spreader and the side of the box. It makes the John Deere Spreader the simplest spreader on the market. (There are 150 to 200 less parts on the John Deere Spreader than any other spreader made.)

Easy to Load

The first three feet manure is lifted are the easiest of all. The real hard work begins from that height to the top of the ordinary spreader.

The Beater on the Axle
Mounting the beater on the axle makes the John Deere Spreader possible. It does away with chains, clutches and adjustments. It eliminates stub axles and



The Beater on the Axle

John Deere Spreader sides are only as high as your hips and the wheels do not interfere with the loading. The whole side of the spreader is available for that purpose. You can see where each forkful goes.

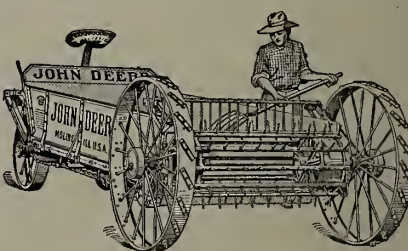
The John Deere Spreader is so designed that no adjustments are necessary. There is practically no use for tools. One simple wrench, however, is furnished and that only for tightening up nuts.

Farmers appreciate these things.

Less than Two Hours to Set It Up

What you appreciate is that, after you have set up one or two of these spreaders you can set up a carload in the length of time it takes to set up two ordinary spreaders.

Photographic setting-up instructions are furnished with each machine, illustrating the simplicity of each operation. Prove it to yourself, ask our traveler or write us direct for a copy of these photographic instructions. We will be glad to send them to you promptly.



Light Draft and Easy to Load

Remember This

The John Deere Spreader is the greatest improvement in manure spreaders since their invention—and the best of it all—this fact is so plain that farmers quickly appreciate it. It requires practically no effort to sell a John Deere Spreader at a fair margin of profit.

Control the Spreader Trade Get the agency for the John Deere Spreader and get it quick. With it you will have absolute control of the spreader business in your community.

You are guaranteed that this control will be permanent by the fact that we own broad basic patents which still have a long term of years to run, covering the method of mounting the beater on the axle, as well as the other important features. Don't wait to reduce your stock of old style spreaders. Take it up with us at once.

John Deere Plow Company, Ltd. :: :: Winnipeg

Regina

Calgary

Edmonton

Saskatoon

Lethbridge



The Hay Press Farmers Buy Is the Hay Press to Sell

HERE is the press that is readily sold the farmer, as it bales his hay easier, better and at less expense than any other baler he can buy. A press that combines more features to increase capacity and decrease labor than found in any other baler. A press light in draft, yet exceedingly strong and durable. Consider the following qualities that go to make this press the best on the market:

Pull Power

On the Dain, the plunger is pulled instead of pushed, while bales are delivered in front instead of toward stack. This makes it possible to place the press at center of stack—the most convenient point to pitch to.

The advantage of this is self-evident. Less help is required on the stack. At least one man is done away with, which during a season's work amounts to quite a saving. And, too, all the stack can be baled at one setting.

Man pitching to press can stand on ground. This adapts Dain to baling in field from windrow or cock.

Tying case is convenient height for man wiring bales. He does not have to climb over press or kneel to tie wires, and has clean place to work.

Delivery of bales to front keeps them out of dirt and chaff of pitching.

Self Feed

Does away with hand feed and increases capacity. It carries the hay from hopper into pressing chamber. It is positive and automatic in action. Feeder is connected to and operates with press plunger. Team furnishes power for its operation.

Feeder will carry a larger amount of hay into press chamber than is possible by hand, which enables a great increase in capacity.

Guide links control feeder head so it works straight into and out of press chamber. This insures hay being carried well down into press, which is necessary to have neat bales.

The most notable feature of the Dain self-feed is its simplicity. There are no chains, springs or complicated mechanism, so no long delays from being out of order or breakage.

Compound Leverage

The working principle of press power gives team the advantage of compound leverage for operating plunger. This makes the Dain the most powerful press, and yet the lightest in draft.

The illustration at the left shows the extreme simplicity of press power. You who have had experience with the intricate parts of other presses, will instantly recognize the advantage of this. No springs, cams, triggers or chains to burden the horses and get out of order.

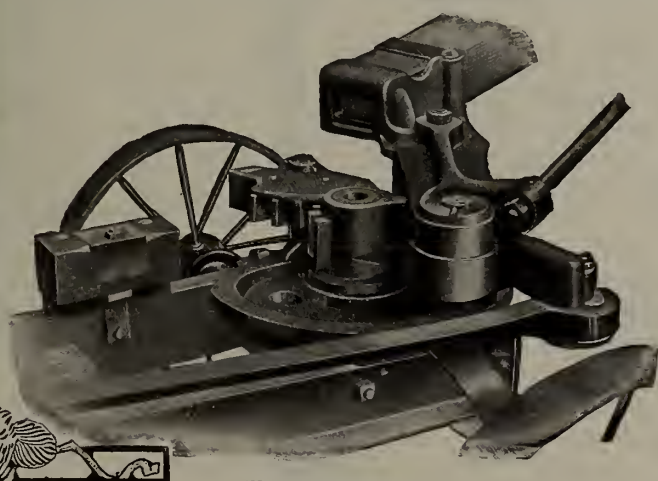
This simplicity of the Dain Power makes it durable and not easily disabled, so costly delays are done away with.

Light Draft

No heavy pitman for horses to step over, lightens draft, and overcomes a great danger. This also increases capacity, as horses do not have to slow up to step over high obstruction.

Top price bales are always insured by the Dain patent tucker, it automatically folds each charge of hay, making neat, smooth, square-ended bales. Tucker also prevents hay from wedging between plunger and top of bale case and lightens draft.

You cannot find a hay press that will contain near the number of devices for saving labor, increasing capacity, giving greater durability and giving satisfaction, as found on the Dain.



The Press Power

Quality and service are the things your customer remembers—they are what give him satisfaction after years of use. Every hay press you sell is an advertisement. Whether good or bad depends on how it pleases your customer after a year or more of use.

. John Deere Plow Company, Ltd. :: Winnipeg

Regina

Calgary

Edmonton

Saskatoon

Lethbridge



GREY IRON FOUNDRY, BEING CONSTRUCTED AT THE EMERSON-BRANTINGHAM COMPANY'S IMPLEMENT WORKS, ROCKFORD, ILLINOIS.

New Emerson-Brantingham Buildings

Extensive construction work is now under way at the Emerson-Brantingham Implement Works at Rockford, Illinois. Viewed from the roof of the main warehouse the acres of factory buildings and the network of steel that is rising from the ground on the new additions is an impressive sight.

The foundations are being laid for a new addition to the general offices. This new building is to be three stories high. The first floor is to be used as a show room for

the complete line of Emerson-Brantingham machinery, the second floor is to be occupied by the advertising department, and the third floor will contain the printing plant.

The gray iron foundry and adjacent buildings are now nearly completed. Designed by W. C. Squier, Superintendent of the Implement Works, and erected by P. R. Wood, Superintendent of Construction, they represent everything modern in the building art. The foundry is of cement and

steel with a monitor roof and has a cupola extension at the center of the building. The two cupolas have a capacity of thirty-six tons an hour. The core room, adjacent to the foundry, is separated by an open court. Each end is connected to the main moulding room by passage ways.

The coke sheds, pig iron storage, and sand bins, because of their adaptability in the efficient handling of materials, are a very interesting sight.

The elevated pig iron storage is on the south side of the foundry and on a level with the charging floor of the cupola. The hill at the rear of the foundry provides a natural elevation for tracks over which the sand, iron, and coke cars are delivered to the unloading yards above. Over this yard is a travelling crane with 840 feet of track. This carries an electric magnet for unloading the pig iron which will raise two tons at a time and unload in the yards at the side. As fast as one car is unloaded this crane moves down the track to another car.

The sand bins are of concrete and extend along the tracks. The top of these tracks is level with the cars and the sand is taken from the bottom of the bins on the moulding floor below. The electric crane also handles the pig iron in trucks from the yards to the cupolas. The coke is taken from the sheds to the charging floor in buckets carried on an overhead track and dumped directly into the cupola.

As much attention has been given to the conveniences of the workmen as to the construction of the building itself. Their comfort is well provided for in rooms set apart for lavatories, lockers, and shower baths.

Close by the foundry and connected with it is a reinforced concrete building of fireproof construction the first floor of which is used entirely for the cleaning and storing of castings. Sixteen

Ann Arbor
"THE BALER FOR BUSINESS"

Ann Arbor "Columbia," with 10-16 H.P., Bales 25-75 Tons per day.
Ann Arbor "35," with 6-10 H.P., Bales 20-35 Tons per day.
Ann Arbor "20," with 3½-6 H.P., Bales 12-25 Tons per day.
Ann Arbor Horse Presses, 10-20 Tons per day.

SELL THE **Ann Arbor Line**
And Get the Business

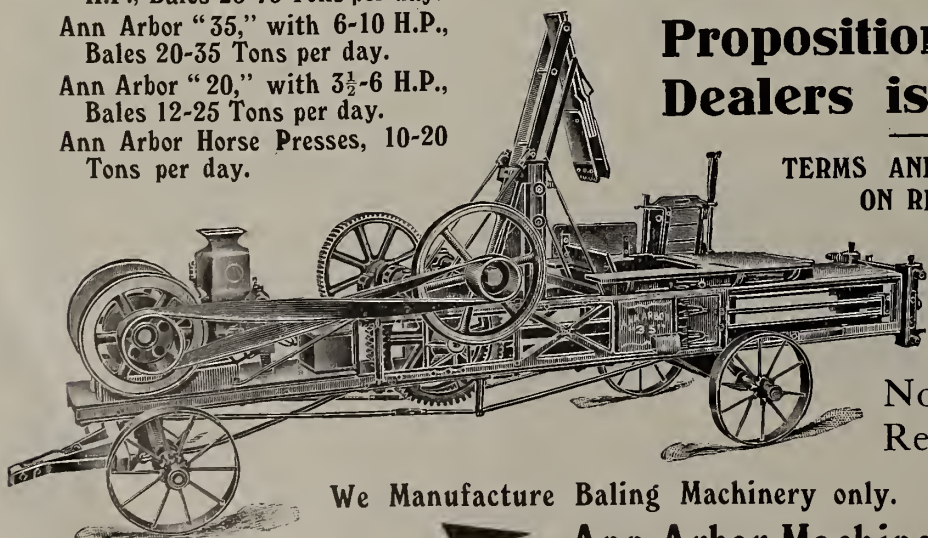
25 YEARS ON THE MARKET

**Proposition to
Dealers is Right**

TERMS AND TERRITORY
ON REQUEST

1913
Catalog
No. 43

Now
Ready



We Manufacture Baling Machinery only.

Ann Arbor Machine Co. ANN ARBOR, MICH.

tumbling mills and one sand blast mill are operated with two 35 horse power motors. All dust is removed and is taken to a collector by an air system which makes the room as fresh and sanitary as a modern kitchen. Twelve emery wheels for grinding are mounted on this floor.

The other floors are used for storing flasks, patterns, and moulding machine equipments.

Brandon

The Dominion Fair dates have been finally fixed for July 15th to the 26th 1913.

J. A. Cameron, representing The Canada Metal Co. of Winnipeg and Toronto, was a business visitor to the city.

Work at the fair grounds is progressing rapidly. The steel frame for the new grand stand being in place, and the new race track nearly completed.

Great progress is being made in the erection of the new Arena for the Winter Fair. The roof is now closed in and the wood work will be completed before the cold weather sets in.

The Brandon Electric Light and Heating Co. contemplate the extension of the heating system into

the residential portion of the city, and will commence as soon as the necessary stock of pipes and valves can be procured from the States.

Arrangements are being made for a Boot and Shoe factory and an overall factory to be started here in the near future, all concessions asked in the matter of sites, rebate of taxes, special rates, etc., being granted by the city council.

The big 120,000 bushel elevator for the Maple Leaf Milling Co., is nearly completed. It has 30 bins and is equipped with the very latest machinery. The mill has been increased by 125 bushels raising it now to a standard of 700 bushels.

John Ingles, of J. Ingles & Co., implement dealers, has just returned from a trip to his old home in Scotland. It is 20 years since he left the old land and he found that many changes had taken place in that time.

Mr. Whitcomb, superintendent of the Frost & Wood works at Smiths Falls, Ont., spent a day in Brandon in the interests of his firm. He was accompanied by J. P. Minhinnick and W. J. Lidster of the Cockshutt Plow Co. He left for Regina and other

western agencies. He was very well pleased with the business done during this season in their line of implements.

Track laying for the street car system is about completed for this season, and trolley poles are being put up. It has been decided to use the "pay as you enter" system of cars and the cars will be running in time for the Dominion Fair in July next.

Alex. Bissett, manager for Canada for the London & Lancashire Life and General Assurance Association Limited, was a visitor to the city. This was his first visit and he expressed himself in very favorable terms as to the future of our city.

The Midland Fire and Accident Insurance Co., opened its doors for business Oct. 9th, with an authorized capital of \$500,000. The president is Mr. R. M. Matheson and the general manager, Mr. J. D. Watson, with a strong board of directors comprising many of Brandon's best business men. A great future is predicted for the company.

Brandon lays great stress upon the fact that the city is to have the Dominion Fair next summer. It will greatly help in the boosting of the city and already, as a manu-

facturing center Brandon is forging ahead. From an implement standpoint the fair will be a great exhibition of all the most modern

"FLOUR CITY" TRACTORS

THE RIPENED RESULT OF
14 YEARS' EXPERIENCE
DEVELOPING FARM TRACTORS.

THE TRACTOR THE FARMER
CAN RELY UPON.

The "FLOUR CITY" is not a promoter's proposition, but a proposition for the farmer. It was brought out with a view of supplying a REALLY AND TRULY GOOD TRACTOR—one that will furnish the power economically, and hang together while doing the work. The "FLOUR CITY" stands for QUALITY. Concentrated effort in one direction has resulted in our turning out a tractor that is recognized as the simplest, strongest, smoothest running and most economical of any in the field. We make no claims that the "FLOUR CITY" cannot fulfill. Its record is open. Write for catalog.

KINNARD-HAINES CO. Minneapolis, Minn.,
830 44th Ave. No.



McCormick Drills Combine Strength and Simplicity

Here is a point for dealers to bear in mind. No matter how forehanded a farmer may be, there is always a chance of something happening to prevent him from preparing his seed bed as well as he would like. That is the time when a McCormick Drill is appreciated.

Besides containing all the good points of other drills, the McCormick Disk Drill has a strength and simplicity all its own. These features enable it to go into an unprepared field, pulverize the soil, and plant the seed so that it has a favorable chance to grow, without undue strain or racking of the drill.

Every planting season increases the number of McCormick Drills in use, and increases the profit of the McCormick local agent. If you want to know the "reasons why," write the nearest branch house for McCormick Drill information.

WESTERN CANADIAN BRANCHES

International Harvester Company of America

(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Single Disk Bearing—
Oiling Device



Seed Falls into Deepest
Part of Furrow

types of farm machinery and implements.

Since the good weather set in, good progress has been made in threshing. Fully 75 per cent of the wheat being now threshed, the quality and yield being very much better than expected. Collections up to date are very backward, and are not looked for until after freeze-up. No plowing of any account has been done, which will mean a big rush next spring. Implement sales, generally speaking, have been good. Binders being about the usual number, plow sales are somewhat behind but we look for an increased demand next year.

Prizes for Tractors and Plows

The United States consul at Port Elizabeth, South Africa, reports that the Port Elizabeth Agricultural Society has decided to offer cash prizes in connection with tests for traction plows at its annual show to be held next April. The prizes are to be three in number, the first (\$500) for the best motor tractor, the second (\$125) for the best disk plow suitable for direct traction, and the third (\$125) for the best mold-board plow, all to be shown at work. The field tests are to be held under the auspices of the Port Elizabeth Agricultural

Society, but the Cape Field Trial Association will probably be asked to assume the direction and to arrange details. All traction engines taking part in the contests will be required to be placed on exhibition at the show.

This show is one of the best in South Africa and is attended by thousands from all over the Cape Province, Orange River Province, Transvaal, Natal, and even from Rhodesia. During the week farmers take their annual holiday, at the same time purchasing the greater part of the year's supplies, particularly with regard to machinery, implements, and tools. This test of traction plows, the first yet held in South Africa, is attracting much attention and will undoubtedly be the feature of the exhibition. The most successful machines will have a great opportunity in South African markets. Vast tracks of veldt hitherto unbroken will be cultivated during the next few years, and in this development work the traction plow will play a prominent part.

American and Canadian manufacturers should be alive to this opening with a determined effort to make a creditable and satisfactory exhibit. While the show takes place during the first week in April, 1913, the tests will be held during the last week in

March (24th to 29th). Thirty-five to forty days should be allowed for transit from New York, with a reasonable period for landing clearance, and preparation after arrival. A thoroughly efficient man should accompany the machine as operator at the tests as demonstrator at the exhibition where all contesting machines must be shown.

Prosperity in the United States

In point of view that our neighbor across the boundary line has faced a Presidential election (and that is usually said to be a lean year so far as business and money circulation is concerned), it is interesting to note that the crop value for 1912 shows some remarkable returns.

Taken all over, trade and commerce in the United States seems to be on a very satisfactory footing. In the steel industry the production at present is away ahead of all previous years' figures. Iron, copper and other metals are being worked in great quantities, and the supply is, even so, falling far short of the demand. As in Canada, the shortage of freight cars for moving the enormous crops assumes a formidable aspect, both for the agricultural world and for the output of the factories.

Jobbers of every seasonable line are at present very busy, while retailers are placing orders far more freely than was expected. The wholesalers are being urged to make prompt shipments, which seems to denote that the dealers are pretty well sold out. Jobbers and factory branches are finding it necessary to send urgent orders to the manufacturers in order to replenish broken stocks.

In the steel trade, which is usually a barometer of business indication in the United States, the supply is away below the demand, and expert observers in that line predict an output in 1912 of not less than 30,000,000 tons, which would be 4,000,000 tons ahead of the previous record year, which was 1910.

Nine crops broke all U.S. records this year. These were corn, oats, potatoes, spring wheat, barley, hay, rye, flax and cotton. The indicated bushels of corn for 1912 are 3,016,000,000, approximately valued at \$1,800,000,000. The oat return, in bushels was 1,417,172,000, valued at \$560,000,000; while spring wheat realized 330,391,000 bushels, approximately valued at \$297,360,000. Barley is reported to be 224,619,000 bushels, while rye is 35,422,000 indicated bushels. The cotton crop indicated is 16,138,426 bales, valued approximately at \$800,000,000.

All this should have a beneficial effect upon the retail implement trade, for prosperity for the farmer reflects upon the prosperity of the manufacturers, jobbers and dealers in the implement world of the United States.

Accidents and Agricultural Machinery

With the increased use of machinery in agriculture, there has been a considerable increase in the number and severity of the accidents connected with agriculture. This has been proved in the United States by statistics taken in the different states, showing the preponderance of accidents connected with agriculture to be in such states as use modern agricultural machinery most freely.

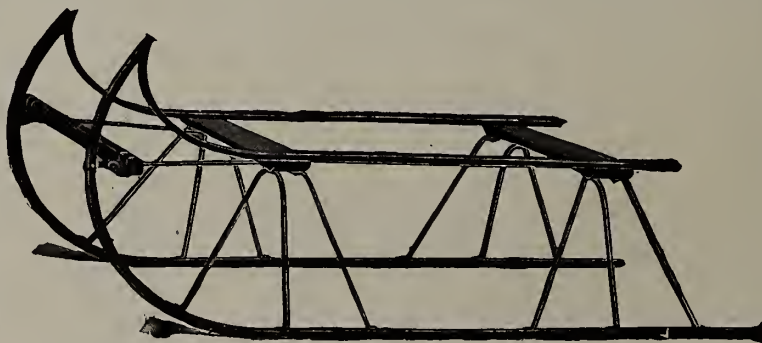
According to a recent German report on labor accidents in that country, 43.5 per cent. of the whole were connected with agriculture, 30 per cent. of the whole resulting in death.

If this be the case in Germany, it must be more so in the United

The KAZOO Cutter Gear

This is a strong and well made Cutter Gear which takes any buggy body up to 28 inches wide.

10 to 15 minutes' time (and a monkey wrench) will convert a buggy into a cutter by using this Gear.



It is a finely finished Gear, painted red and neatly striped. Weight, 50 lbs.; freight on two no more than on one. Shipped in the knock-down. Try two, then send us your order for more.

D. Ackland & Son, Ltd.

73 HIGGINS AVENUE, WINNIPEG

States, although there are no records kept to give a definite estimate. Again, in Western Canada, during the present year, the number of accidents connected with agriculture and agricultural machinery have been excessive, but it appears that some sort of record is being kept—which is only right and proper—so that a definite knowledge may be arrived at as to whether the man or the machine is at fault.

The restrictions regarding factories and machine shops in relation to the protection of revolving parts in machinery are very strict, and an efficient corps of factory inspectors see that these laws are adhered to. But, on the prairie, things are different, and it is only by some data of accidents being kept and recorded, thereby locating wherein the trouble lies so that an endeavor be made to nullify it in the future. There are various species of causes which especially increase risks.

One is "pioneer farming," that is the breaking up of rough, virgin soil, which is steadily going on in Western Canada, requiring the preliminary work connected with the cultivation of untilled prairie, the felling of timber in

some districts, the digging of wells and the erection of farm buildings. These operations necessarily intensify and increase the risk of the individual so engaged.

Such obvious facts as the dearth and scarcity of labor, the particular conditions of the soil and its cultivation have, in latter years, produced an enormous increase in the use of agricultural machinery.

Also, we have to consider the fact that the farmer in the United States and in Canada is often an amateur at agriculture, branching into it with no experience, but with the determination to wrest a livelihood from the soil. Such men are usually not accustomed to machinery, and, consequently, are far more liable to accidents than an experienced man would be.

Looking at records kept in the state of Minnesota, we find that in the twenty months preceding October, 1911, there were 135 agricultural accidents—16 of which were fatal. These accidents were for the most part caused by machinery. The corn-shredder had a sad pre-eminence, having been the cause of 56 accidents during the 20 months.

Most of the 56 were serious and irremediable accidents, such as the loss of arms, hands and fingers, while one was fatal. In short, the corn-shredder is responsible for 46 per cent. of Minnesota agricultural accidents. It is interesting to note that the state of Minnesota has made certain strict laws relating to the use and sale of these machines, the fines for the infringement of said laws varying from \$25 to \$100.

Corn shellers and wood saws are also responsible for a great many accidents, while machines that are belt or gear driven are a prolific source of accidents. We have seen ourselves the number of accidents that have been caused by binders and threshing machines during the harvest of 1912. It cannot be contended that these accidents are solely caused by the inexperience of the operator, although we must assume in many cases a deplorable lack of caution. A man who works around machinery of any kind must be ever cool and watchful. In a wide machine-shop experience, we can say that at least 80 per cent. of the accidents we have seen were due not to the mechanism, but to the carelessness of the man.

Yet we must acknowledge the fact that in America agricultural machines are very often not so well protected as they might be, certainly not so well as the machines in factories or in other branches of industry.

Such appliances as wire guards or sheet metal guards for gearing or for pulleys or chain drives materially decrease the risk of accidents, and it behooves the manufacturer to consider this point in designing machines.

Accidents in agricultural employment are not solely caused by machinery, but, sad to say, the vast majority are. Drowning in wells or tanks, being killed by live stock, falling from ladders, these and other causes have resulted in many fatal accidents; yet the farm machine and implement is responsible for the majority of accidents during recent years.

Many accidents have resulted from using dynamite in blasting roots and rock ridges, and dynamite is a commodity that should only be handled by those thoroughly familiar with its potency and power.

You wouldn't expect some men to win even in a walk.

Farmer's Tractor in the Field

The Ideal Tractor for the Farmer



The Farmer's Tractor in Operation

The *Farmer's Tractor* is the Tractor that will sell. The majority of our farms in Western Canada are from a quarter section to a section in size, and the man who cultivates such a farm does not require a mammoth machine to do his work.

The Farmer's Tractor Is the Ideal Machine for the Average Farmer

It only weighs 6,700 lbs., yet it develops 25-35 h.p., using either Gasoline or Kerosene. Its lightness does not "stall" it on soft soil (as often happens in the case of the heavy tractor) yet it has a tremendous tractive power in relation to its weight.

Does the farmer want a tractor that can handle a 36-in. separa-

tor, four 14-in. plows or five loads of grain? Does he want a tractor that is the last word in mechanical design and efficiency, yet is so simple that a boy can operate it? Does he want the maximum of mechanical efficiency at the minimum of cost? Then he wants *You* to

Sell Him this Tractor

Are you in a position to show and sell the *Farmer's Tractor*? If not, and if you are an ambitious and progressive dealer, get busy and write us for full particulars.

Get the Agency for Your District

Don't Wait, Write Now

The Farmer's Tractor Sales Co., Ltd.

901 UNION BANK BUILDING, WINNIPEG

Emerson-Brantingham Implement Co.

Rockford, Illinois, U.S.A.

The Largest and Most Complete Line of Farm Machinery
in the World

CANADIAN SALES AGENTS

Tudhope-Anderson Co., Ltd. MARKET AND PRINCESS STREETS,
WINNIPEG.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

The Foot Lift Line

Plows, Harrows, Roller Pulverizers, Listers, Planters,
Stalk Cutters, Cultivators.

Reeves Threshing Machinery

Traction Engines, Separators and Accessories, Steam
Plows, Clover Hullers, Corn Shellers, Steel Baling
Presses, The Reeves "40" Gasoline Tractor, Saw
Mills, etc.

The Big Four "30"

Four-Cylinder, All-Purpose Farm Tractor, uses Gas-
oline, Kerosene, Benzine, Naphtha or Distillate, with
economy and efficiency.

Emerson Forged Steel Vehicles

Original in design and construction.

Emerson Hay Tools

Original Gearless Hay Loader, The New Standard
Mower, Emerson Sweep Rakes and Stackers, com-
bined Side Delivery Rakes and Tedders.

Emerson Grain Drills

Plain and Fertilizer, Single and Double Disc and Hoe
Drills, embodying many original and distinctive fea-
tures.

Newton Wagons

Invincible since 1854, unequalled in light draft, dur-
ability, workmanship and finish.

Emerson Low Down Spreader

Easy to load, easy to handle, light draft.

Emerson-Rockford Engines

Use Gasoline, Kerosene, Benzine, Naphtha or Distillate
with economy and efficiency. 1½ to 33 horse power.

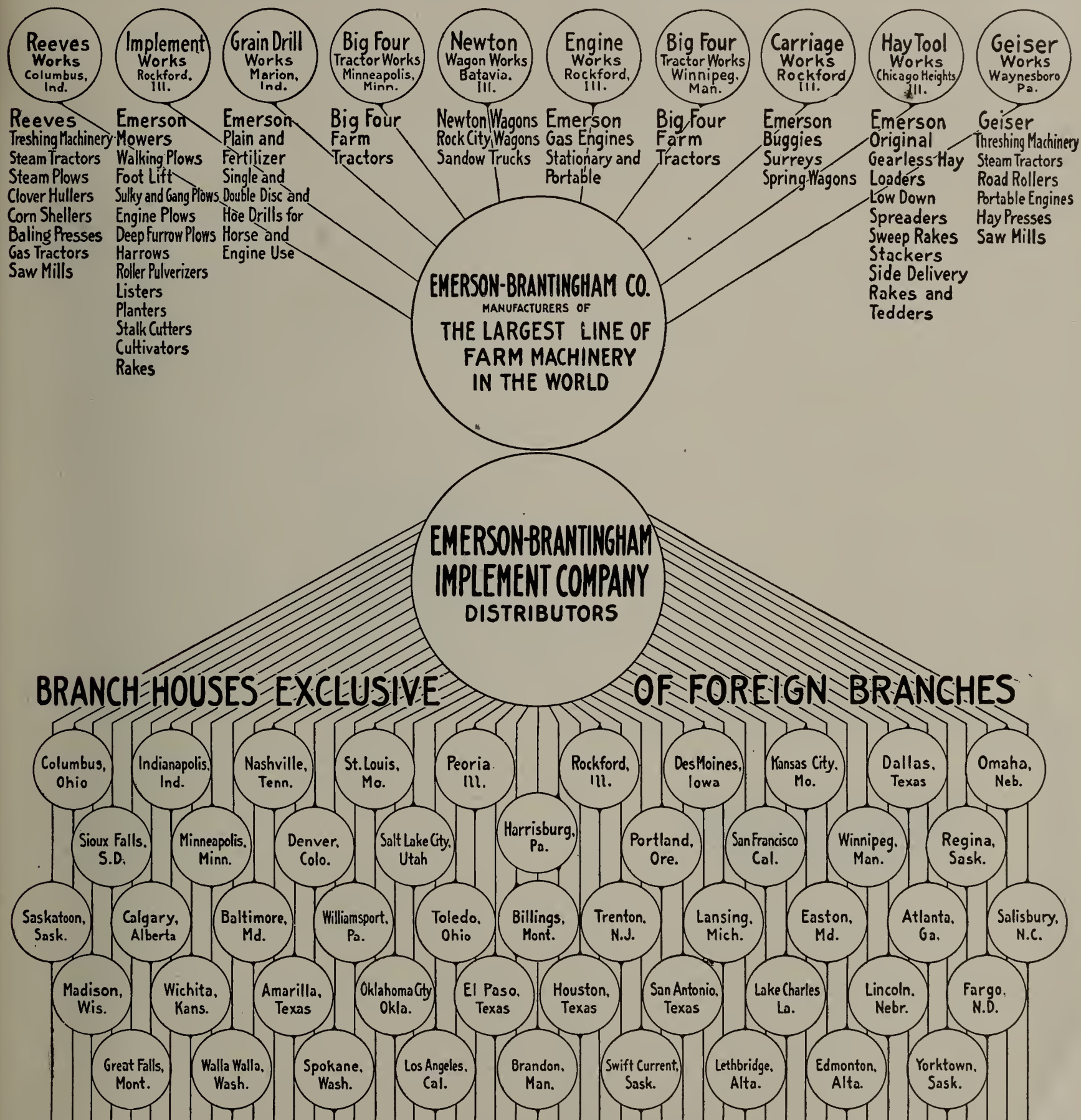
Sold by Dealers Everywhere

Implement Works at Rockford, Ill.; Carriage Works at Rockford, Ill.; Reeves Works at Columbus, Ind.; Big Four
Tractor Works at Minneapolis, Minn. and Winnipeg, Man.; Hay Tool Works at Chicago Heights, Ill.; Grain Drill
Works at Marion, Ind.; Newton Wagon Works at Batavia, Ill.; Emerson-Rockford Engine Works at Rockford, Ill.

Branches in all Principal Trade Centers

School of Gas Tractioneering Opens Nov. 11, at Minneapolis. Write Big Four Tractor Works, Minneapolis, Minn. for particulars.

How a Great Modern Institution Centralizes the Products of Ten Large Plants in One Selling Organization and Distributes through Retail Implement Dealers the Largest Line of Farm Machinery in the World



12,000 Retail Implement Dealers

Over Eight Million Farmers

Canadian Sales Agents:

TUDHOPE, ANDERSON CO. LTD., WINNIPEG

CALGARY

REGINA

SASKATOON

LETHBRIDGE

EDMONTON

SWIFT CURRENT

BRANDON

YORKTON

Ford Company Extensions.

The Ford Motor Company, whose car is widely known in Western Canada, have commenced an extension of their already enormous factories which will practically more than double their output of automobiles.

The demand for their make of automobile has been such that the company realise, although they have now a yearly output exceeding that of any automobile plant in the world, that they must enlarge their machine shops in order to meet the incessant flow of orders.

The size of their foundry has been doubled, as has that of their casehardening and machine shops. They possess a gas engine of 1,500 horse power, said to be the largest engine of its type in the world, but this is to be replaced by a yet larger engine—one of 5,000 horse power.

The existing machines in the machine shops have been set in new positions and exactly as many more machines occupy the new floor space.

There are about 3,500 machines of different types, ranging in weight from one-half to fifteen tons, comprising lathes, milling machines, drills, grinding machines, shapers, planers, etc. These 3,500 machines had all to be set in new position and this was done so that the daily production of

the factory was in no way impaired.

Each working day means that 300 to 400 Ford automobiles are finished and are ready for shipment to customers from the sandy trails of New Mexico to the silent wastes of the far North-West. There will be, when the extensions are completed, 7,000 machines, of every type known to the modern mechanic, occupying the space in the Ford machine shops.

Even so, the company think that this increased plant will be taxed to its utmost during the coming year. The machines are placed so that they can be used to the greatest advantage should the management require to run three shifts of men, both day and night in eight hour shifts.

At the present about 350 cars are built every eight hours, and it is expected, when the extensions are completed that the Ford factory will be in a position to double that output. The slogan of this company is:

"Watch the Fords go by!" and there seems little doubt, with such a gigantic output, that we shall not have to wait in order to watch—they shall pass us in a steady stream all the time.

A New Bain Catalogue.

We have received a copy of the new catalogue of the Bain Wagon Company of Woodstock, Ont., the sole sales agents for this line

being the Massey-Harris Co. This new publication is very attractively got up and is illustrated by clear cut photographic reproductions, some of them showing the wagons in colors as they are painted. Some of the goods shown are trees and yokes, standard wagon boxes, shelving boxes, heaving teaming gears, mountain wagons, of new pattern, hay and stock racks, dump wagons, farm dump carts, lorries for general use, fruit and baggage wagons, grain tanks, two-kneed and three-kneed sleighs, bob sleighs, etc. The whole production is carefully compiled and the sizes of the different wagons are clearly and concisely tabulated, along with the carrying capacity in each case.

Tractor Plowing Exhibiton.

Fully 1,500 men witnessed the interesting tractor plowing exhibition which took place at the Hutchinson fair. The entrants drew numbers for positions, from 1 to 15, some having two tractors entered. The furrows were from 5¼ to eight inches in depth, and the work was a revelation to many of the spectators, convincing them that this method of plowing is destined to become general. This exhibition was purely an exhibition of tractor plowing and savoured in no way of a competitive test, such as is held in Winnipeg.

The following concerns had plowing outfits entered:

International Harvester Co.: One 15-25-h.p. Mogul oil tractor; one 5-bottom 14-inch plow.

Avery Co.: One 20-h.p. gas traction engine and 5-bottom (No-man) lift plow.

Avery Co.: One 20-h.p. gas traction engine and 3-bottom power lift (No-man) lister. This is the newest production of the Avery Co., and was demonstrated on the grounds and worked perfectly.

Kinnard-Haines Co., Minneapolis, Minn.: One Flour City 30-60 gas tractor, with 10-bottom John Deere Plow, 14-inch.

Emerson-Brantingham Co.: Big Four "30" (30-60) gas tractor, with six 14-inch Emerson plows.

Emerson-Brantingham Co.: Reeves 40-60 tractor, with 10-bottom Emerson gang, 14-inch plows.

Aultman & Taylor Machinery Co.: One gas tractor, 30-60, with John Deere 14-inch plows.

Rumely Products Co.: One Rumely Oil Pull 15-30 tractor, pulling Rumely 5-bottom 14-inch gang.

Minneapolis Threshing Machine Co.: One 25-60 four-cylinder gas tractor, with eight 14-inch P. & O. plows.

In addition to its two tractors in the plowing contest, the Avery Co. exhibited an Avery farm truck for general field work, as well as all kinds of hauling; an Avery 30-h.p. double under-mounted steam engine, and an Avery separator, a 2-ton and a 3-ton commercial truck.

A Battery for Vehicle Lighting.

One of the newest developments in the horse-drawn vehicle business is the application of the electric lighting systems which have proved so successful wherever tried. The automobile, ever since its inception, has had an advantage over the horse vehicle in respect to its illumination, and this was mainly because no efficient system had been devised whereby the buggy and the wagon could be equipped with a compact, self-contained lighting plant.

Within the past year, however, there has been much improvement along these lines, and there are now several reliable outfits offered to the carriage manufacturer and the ultimate users of horse-drawn vehicles.

These lighting outfits depend for their efficiency largely upon the type of battery employed to generate the electric current, and unless care is taken in the selection of the right dry cells much disappointment and dissatisfaction are bound to ensue, says the Carriage Monthly. A company in Cincinnati, Ohio, are making a battery especially adapted to the requirements of buggy vehicle lighting, possessing high voltage, great current capacity, and, it is claimed, by far the longest life of any battery now on the market. The internal resistance is reduced to a minimum and the battery has extraordinary powers of recuperation. It is being largely used at present by manufacturers of buggy lighting equipments.

There are several reasons for the superiority of these cells, among them being the unusual heaviness of the zinc element and the large surface presented by the cylindrical corrugated carbons. In connection with any of the standard electric lighting outfits for buggies and other horse vehicles, they furnish a most satisfactory means of illuminating the roadway, and at a cost of maintenance that compares favorably with other methods of lighting.



You don't have to strain your credit to buy and keep a Ford. In first cost and after cost the Ford is as economical as it is wonderful in performance and purse-satisfying in durability. It is "the universal car."

Runabout	- - - -	\$675
Touring Car	- - - -	750
Town Car	- - - -	1000

These new prices, f.o.b. Walkerville, Ont., with all equipment. An early order will mean an early delivery. Get catalogue from Ford Motor Company of Canada Limited, Walkerville, Ontario, Canada.

Wanted—A Live Man

To Handle Pioneer Tractors in some of the Best Districts in Saskatchewan, Alberta and Manitoba

WE want a live alert man who has a little money but more ambition and energy and a clean record, to handle our line in territory not yet closed. He may be a banker, a merchant, a grain dealer, an automobile or general machinery dealer, a well established farmer, or in some other line of business.

WE know the tractor business offers a greater breadth of opportunity than any one of these fields. The man who goes into this business today and makes a connection with the Pioneer Tractor Co. Ltd., admittedly the most progressive in its line, has an easy row to hoe and big profits waiting at his very door.

TODAY not one half of one per cent. of the initial demand for tractors is yet supplied—and millions of dollars worth are being purchased annually. Some day not far distant a tractor will be in operation on every section of Canadian grain land.

CONSIDER possibilities: ninety per cent. of our this fall's business was sold in districts where we had placed Pioneer tractors before—that means—place the first tractor and the rest is easy.

SELLING Pioneer tractors is different—is much easier than selling other tractors. The up-to-date farmer has come to know that buying only the best pays, and it has come to be generally admitted that the Pioneer "30" is best by a wide margin.

HERE'S some reasons why—

It holds the world's brake horse power economy record.

It holds the world's maximum brake horse power record.

It has the only true automatic-self-steering-guide which, if through any cause leaves the furrow, automatically and immediately turns itself back into the furrow.

It scored with this Guide, 4½ out of a possible 5 points for straightness of furrow in the 1912 plowing contest—another world's record.

Pioneer Tractor Co., Ltd.

Shops: VICTORIA SQUARE

**Offices: ALBERTA LOAN BLDG.,
CALGARY, ALTA.**



ADD to the foregoing the following exclusive superiorities:

- 1st. Vibrationless 4-cylinder double-opposed motor.
- 2nd. Big drive gears and all other gears entirely encased run in oil baths.
- 3rd. All transmission gears machine-cut from solid steel.
- 4th. No troublesome power-losing bevel transmission gears.
- 5th. All working parts, including motor, entirely housed.
- 6th. Three forward gear shifts providing big speed range.
- 7th. Non-corrosive sectional radiator of brass and copper.
- 8th. Comfortable operator's cab, can be entirely closed.

AND we have a big toll of reasons why the Pioneer is easy to sell, but there are many others. Knowing these things would you pay about the same amount of money for any other tractor? Certainly not! Neither will your neighbor if he knows about the Pioneer. We want you to let him know. Send us the attached coupon

and learn more about this opportunity.

ASK yourself the following questions, they will convince you that now is the time to act:

Is my time as fully occupied as it should be?

Can I make my wasted time as valuable as my occupied time?

If my neighbor intends to farm more land, what does he need first?

If he needs more power or cheaper power, what will he buy?

If he buys gas power, why can't I sell him?

To offer him the best, what Company must I represent?

SEND US THE COUPON—DO IT TODAY.

OPPORTUNITY COUPON

F.I.—5-11-12

Pioneer Tractor Co., Ltd.

Suites 201-202 Alberta Loan Building, Calgary, Alta.

I want to know how I can add from \$2,000 to \$10,000 annually to my present income.

My Name is.....

My P.O. is..... My Prov. is.....

My Occupation is.....

I am worth.....dollars over all indebtedness.

CUT OUT, SIGN AND MAIL THE ABOVE COUPON

The Trade Journal.

One of the most peculiar ideas that many men in any particular calling have is that the men who write the columns of the paper that deals with their line of effort have no real practical experience and are usually writing with no knowledge of their subject.

They say, in a tone of contempt, that this or that article is written by a man who "does not know what he is talking about." From any logical standpoint this idea is utterly nonsensical. At the present day the standard of education is far too high, and men have to know far too much regarding their particular business, for it to be possible to write matters pertaining to any particular business from a purely imaginary standpoint.

The average implement dealer would regard it as exceedingly humorous if he were asked to write a mathematical treatise on astronomy, and a man who does not know one end of a plow from the other would likewise regard it as idiotic for him to write anything pertaining to the manufacture or sale of agricultural implements.

The trade journal does not pretend to try to teach the implement dealer his business. It could not do so for nobody can run a man's business but himself, or, if they do, he is not mentally capable of controlling a business. The trade journal only furnishes the dealer with information and it trusts that the dealer will find that information applicable to his business, and that it tends towards the betterment of his trade generally.

The trade paper is simply a sieve into which the ideas of the wide world are put, sifting them, sorting them, and sorting out the good from the bad. It follows up the latest and the most modern ideas in its particular sphere, arranging them for the use of its readers. It is a friend, a candid friend, telling the dealer of his little failings, invariably advising him for his good, and the men who write it are oftentimes men who are not writing purely for the sake of earning a livelihood but men who are successful in that particular line and who have the right and large minded theory that their ideas and their experience, set in words, may be of benefit to their fellow men.

Never disparage the article that seems to be penned by a visionary or a dreamer. The most sanely practical men on earth are often dreamers, only they awake and make of the filmy texture of their dreams glorious practical realities.

The greatest engineers of the world have seen as in a vision bridges spanning wide and deep rivers, unsurmountable mountains drilled through, so that the thin lines of steel might extend the confines of civilization; they have seen the mighty waterfalls of the world harnessed to the needs of men.

Nay, the dreamer, oftentimes, says what is truth, and that truth is ultimately found out. Marconi noted that the high clear note made by striking a tumbler was reproduced in exactly the same key by the string of a piano in the

same room. He thought, dreamt and pondered over this phenomenon and from his dream was evolved the great scientific fact of wireless telegraphy. Read your trade paper, it is your duty to do so and it assuredly tends to widen your views and to enlarge the scope of your possibilities. It is a voice telling you what others are doing in the implement world, and the man who is so egotistic as not to ponder over the movements of others in his particular sphere of business will go one way and that way shall not be ahead.

Initial Cost of Engine Sales.

Most farmers erroneously maintain that their horses cost them nothing to begin with. Thus, when the question arises to supplant them with a different source of power, costing money, that cost gets an undue prominence, according to a criticism in Farm Implement News.

Everything must be bought. Everything must bear an initial cost. Impartially then one can decide as to the relative economy of gasoline and horse flesh.

But, it will be said, this is a hypothetical case; not once in a thousand engine sales does the engine compete with the horse under such simple conditions. This must be admitted. Nevertheless, the farmer who is to be induced to equip his farm with adequate gasoline power must be brought to this point of view, else the best economy arguments of the dealer will go for naught. He must be brought to see that just as the initial cost of his present horse equipment practically has disap-

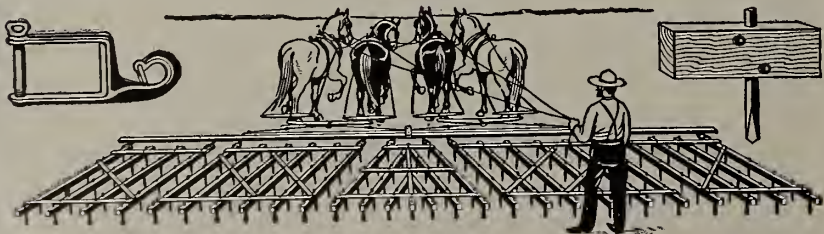
peared by being spread over a series of years, just so will the initial cost of his engine disappear through the same process. One way to illustrate this is by explaining the principle of annual depreciation, a principle familiar to every business man. This argument frequently is found effective in inducing the purchase of a new binder or a new sulky plow to supplant old and worn out machines. The cases are precisely similar. The similarity escapes notice only because the engine is something of a novelty.

The same argument, however, which will induce a purchase of a binder to replace an old one, properly applied, will produce an attitude of mind receptive to the economy argument favoring the substitution of a gasoline engine for presently owned horses.

All depends upon the point of view. Because this is misjudged so frequently it is responsible for many of the mistakes that have been made in buying engines of capacity too small for the tasks imposed. The farmer, frightened by a false view of the initial cost, has tried to allay his fears by reducing their cause to the smallest amount. As commonly it happens that men get just about what they pay for, especially in farm tools and gasoline engines, this timidity in the face of cost has produced a progeny of disappointments. Too many farmers today are struggling along with an inadequate power equipment because they allowed their apprehensions to cloud their judgement.

You may lead an ass to knowledge, but cannot make him think.

WATSON'S ARE THE REAL "BOSS" HARROWS



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

These Harrows are the outcome of years of experience, they commend themselves to every farmer, and give absolute satisfaction. Send for our new catalogue, it will interest you. This is our full line.

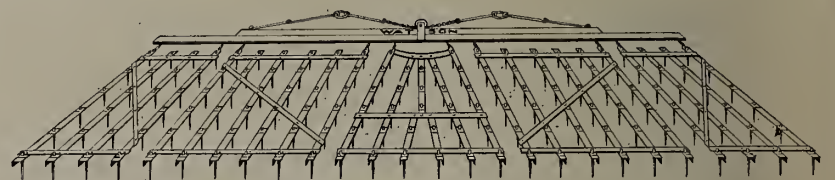
Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers

WRITE FOR OUR PROPOSITION



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

A New Automobile Plow.

A rather interesting invention is an automobile plow which is used extensively in France. This implement is the Vermont-Quellennec plow, which, since its invention in 1905, has undergone many and various modifications. It consists of a rotatory machine with rigid working parts. The latter are arranged so as to avoid the inconvenience of getting blocked either on heavy soil, or by means of plants pulled out of the ground, and permit of plowing soil containing a large proportion of big stones, without other inconvenience than that of twisting one or two portions.

A single explosion motor drives both the moving wheels and the rotating portion, while two levers are sufficient for working the machine. The motor, as first designed, and until tested in 1911-12 on the stony soil in the neighbourhood of Lyons, consumed only oil, the high price of which greatly increased the working cost; a new motor has now been substituted, which can use pure petroleum, carburetted alcohol or benzol.

The machine is furnished with a 4-speed gear and reversing apparatus. It gives the following results:

- 1st speed, 5,250 feet per hour.
- 2nd speed, 7,870 feet per hour.

- 3rd speed, 11,800 feet per hour.
- 4th speed, 17,700 feet per hour.

The depth of the corresponding plowing, measured by the unplowed land, and not the depth of the work, are:

- 1st speed, 10 to 12 inches.
- 2nd speed, $8\frac{3}{4}$ to 10 inches.
- 3rd speed, 6 to 7 inches.
- 4th speed, $3\frac{1}{4}$ to 5 inches.

The width traversed by the working part is 5 feet 7 inches and reaches beyond the wheel tracks, so that these run always on the land and never on the work.

Allowing for loss of time in turning, &c., the results are as follows:

In a ten-hour day, plowing 3 to 4 inches deep, at $3\frac{1}{2}$ miles per hour, 20 acres were plowed. In the same time, plowing 6 to 7 inches deep at a speed of 2 miles per hour, $12\frac{3}{4}$ acres were plowed. Plowing to a depth of $8\frac{3}{4}$ to 10 inches, at a speed of $1\frac{1}{2}$ miles per hour, $8\frac{3}{4}$ acres were plowed, while plowing a foot deep at 1 mile per hour only covered six acres per diem.

Thus, in ordinary plowing, the machine could easily accomplish $12\frac{1}{2}$ acres per day. This plow is very easy to handle and has great flexibility, breaking up the soil well and turning very even furrows.

The Benefit of Conventions.

There can be little doubt about it that conventions bring the manufacturer and the dealer into closer relationship, producing more business for both and leading to an assurance of better service for the customers, individually and collectively.

Take, for instance, the recent convention of automobile manufacturers and dealers which was held at Indianapolis. This convention was productive of the best possible results and was, assuredly, of great benefit to the many dealers who attended the function. Not only were these dealers shown the best possible manner in which to organize their sales force, but they were also given many valuable ideas for the general routine work necessary in the handling of an automobile sales agency. The implement dealer is, par excellence, the man most suited for the selling of automobiles, supplies and repair parts in the wide field of Western Canada. This being so, the live and up-to-date dealer is lacking in initiative if he does not secure the agency for some well known make of motor car. It must be taken into consideration that many of the modern automobiles will not suit

the rough trail surfaces of the Western prairie, and only a high-slung car should be considered since a low-slung car is little or no use for a prairie trail, as the "sod-pan"—or crank case—hangs so low that, in coming over rough surfaces, it hits the high spots of the trail.

A point that was emphatically emphasized by nearly every speaker at the convention was the evil results accruing from an effort to sell cars by knocking an opponent's line.

It was pointed out that a knock was a direct attack on the automobile industry as a whole, and that it placed the impression in a prospective purchaser's mind, that all cars had more or less inherent bad features, which rendered their ownership a matter of doubtful value.

In order to place the business on a satisfactory footing, it was necessary, according to the speakers, to show a man the benefits of owning a car and not spoil a sale by giving him an impression that all cars were poor by knocking other agent's propositions.

The question of cutting prices also received considerable atten-



McDonald Pitless Scales

Manufactured by the Moline Plow Co. Over 24,000 in use.

GUARANTEED FOR TEN YEARS

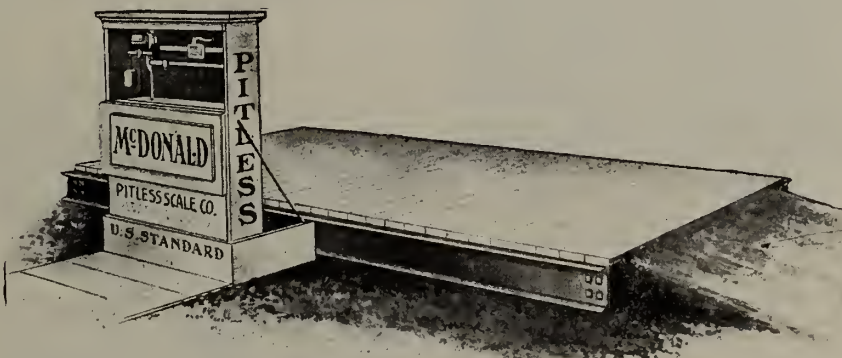
How can we do it? Twenty-one years without a complaint gives us confidence.

WHAT YOU SAVE

- 700 to 800 ft. of heavy timber.
- Services of a carpenter and experienced mechanic.
- Expense of renewing timber every few years.

WHY YOU SAVE IT

Because the *McDonald Pitless Scale* requires no trouble—some pit.



The McDonald Pitless Scale
SIZES: FOUR TO TWELVE TON

Every scale set up and thoroughly tested before leaving factory, and AGAIN at our warehouse in Winnipeg, and certificate issued by the Dominion Inspector of weights and measures.

WRITE US FOR CATALOGUE AND PRICES

WHAT YOU GAIN

- A *Scale* absolutely guaranteed for ten years which can be relied upon for accuracy and durability.
- A *Scale* which has been and still is the U.S. standard.
- A *Scale* with many desirable patented features.
- A *Scale that is never out of order.*



Canadian Moline Plow Co.

WINNIPEG REGINA SASKATOON CALGARY EDMONTON

A farm without a McDonald Pitless Scale is like a pocket with a hole in it.



tion and figures were given showing that the dealer who adopted such tactics soon found himself financially embarrassed and was missing from the business in very short time.

H. O. Smith, president of the Premier Motor Car company, stated that the distribution of the manufactured product was the greatest problem of the business. It called for more thought than even the manufacture of the car.

The use of the motor car, said Mr. Smith, was based on the transportation problem and nothing will eventually rival the motor car and truck in the solution of the problem.

The taking in of a second hand car as part trade on a new car was another important point to be considered. No dealer should pay more for such a car than it was actually worth, or he placed him-

self in the position of putting a chain around his own neck by tying up his working capital.

According to another speaker, the present demand only accounted for a mere scratching of the surface. It remained to be seen whether intelligent co-operation between the manufacturer and dealer, would not develop the enormous buying power lying dormant for want of cultivation in a business-like manner.

Mr. Wetmore of New York, gave an excellent paper on the point of co-operation between the factory and the dealer, especially with regard to a proper advertising campaign.

This paper clearly demonstrated that the local newspaper was essentially the medium for the local dealer to use in bringing his cars to the attention of the public, since the local newspaper is nearest to the home life of every member of the families in any community. It was pointed out that the vast majority of automobile manufacturers were quite willing to bear a fair proportion of the cost of a local advertising campaign, sharing the cost along with the dealer.

In order to insure the proper care of a car after it has been delivered to the buyer, it is necessary to show him what results occur from a failure to carry out the proper lubrication of the different parts and the keeping tight of all nuts and bolts. This could be well demonstrated by the display of spare parts on a table in the showroom. These parts would be explained to the buyer and their respective functions in relation to the complete car explained. Parts subject to wear from lack of lubrication would be especially emphasized, and the fact instilled into the mind of the owner that a great deal more pleasure and profit would be obtained by proper care in this direction.

The final finding of this convention appeared to show a strong feeling in favor of holding local conventions of dealers in their home city or nearest center, so that all might work together harmoniously for the furtherance of the automobile industry.

By this means prospective purchasers would receive the impression that an automobile was a good thing to own, even if it were a small run-about.

The small car should not be despised. It is the fore-runner of the larger and better car and leads the way to the selling of the larger roadster and touring car.

The greatest credit is due to the manufacturers of automobiles in Indianapolis for their broad-minded policy in bringing together rival factions—sellers of different makes of cars—and in sending them away resolved to stand shoulder to shoulder boosting the automobile for the good of manufacturer, dealer and customer.

Calgary.

Money is commencing to move more freely and collections are being pushed by all as strongly as possible.

J. A. Hall, of Cockshutt Plow Co., is now on a trip to B.C. points and will visit all agencies as far as Victoria.

J. A. Brookbank, manager, International Harvester Co., at Calgary, is at present on his annual fall trip through B.C. He will visit as far as Victoria, and will be away three or four weeks.

F. Cockshutt, a former president of Cockshutt Plow Co., accompanied by his son, C. Gordon Cockshutt, visited Calgary recently during the course of a tour of Western Canada, during which they visited most of the large centres of the West.

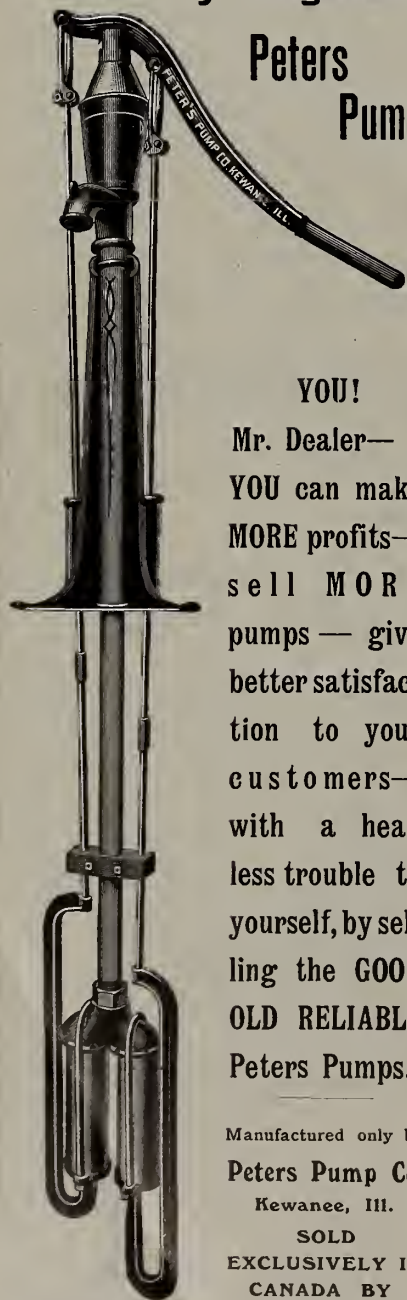
T. R. Scott, manager of Goad, Shapley & Muir Co.'s Alberta branch—and at present acting Western general manager for that company—has spent considerable time in Winnipeg, Saskatoon and Regina during the last couple of months. Mr. Scott is organizing and taking care of the company's business pending the appointment of a new general manager.

F. Whitcomb, superintendent of the Frost & Wood Co.'s factory at Smiths Falls, Ont., recently paid a visit to the various branches of the Cockshutt Plow Co. throughout the West—that company having the selling agency for Frost & Wood goods in Western Canada. He came to Edmonton via Saskatoon, then down to Calgary, where he spent Thanksgiving Day. He returned East to Regina from here. Mr. Whitcomb is very much pleased with the splendid sale of their machines in the West this year.

Plans are practically completed for the new warehouse and office building to be erected in Calgary by the Massey-Harris Co. on their new site on Eleventh Ave. East. The building will be a four-storey brick block with basement, and the company hopes to get the basement and foundation completed this fall so as to be ready to commence the structure early in the spring. They have a good location and the new building will give them a plant of which they can well be proud. They hope to occupy the new building by July, 1913.

E. A. Mott, Western general manager for Cockshutt Plow Co., spent several days in Calgary and at other Alberta points during the past fortnight. Mr. Mott has had completed the plans for

The Only Original Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell **MORE**
pumps—give
better satisfaction to your
customers—
with a heap
less trouble to
yourself, by selling the **GOOD**
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.
Winnipeg, Regina, Calgary, Saskatoon, Brandon, Swift Current, Yorkton, Lethbridge.

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat



The Lightest, Handiest, Cheapest, and Most Durable Seat on the Market. Affords protection from cold winds

Implement Dealers will find this specialty a profitable side line. It appeals strongly to the farmer on account of its comfort. It is an easy seller and makes a wagon ride easier than a buggy.

For further information write the

Wawanesa Wagon Seat Co.
WAWANESA MAN.

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**
Factories: St. Louis, New York.
NICHOLSON AND BAIN, Agents,
WINNIPEG, MANITOBA.

the fine new warehouse his company intend to erect at Calgary. The tenders have been called, and it is expected that building operations will commence this fall. The plans show a five-storey brick and stone building of mill construction, with 100 feet frontage on Twelfth Avenue and 120 feet frontage on Centre Street. The building, as planned, will cost approximately \$125,000 and will be one of the finest implement warehouses in Western Canada.

Sir L. Melvin Jones, president of the Massey Harris Co., accompanied by Geo. Valentine, secretary to the President, and the Western branch managers, spent a few days in Calgary on his annual Western tour. Mr. A. W. Trickey, manager of the South Alberta branch at Calgary, joined the party at Saskatoon, visiting with them Edmonton, Calgary and Lethbridge, leaving the party at Swift Current when on their way East. The branch managers with the party while here were: A. W. Trickey, of Calgary; Herbert Baker, of Edmonton; Hugh Reid, of Saskatoon; Geo. For-

syth, of Regina; Jas. L. Henning, of Yorkton; and C. H. Whittaker, of Winnipeg. Sir Melvin was very pleased with the business in the West this year and quite enjoyed his visit.

Threshing operations throughout the province are being vigorously prosecuted, and while there have been several short periods of bad weather, taken on the whole, conditions have been very favorable. The threshing is nearly completed in the South, and a very large percentage is completed in the Central and Northern sections of the province. A great deal of grain is being moved, and while there have been a few scattered complaints of car shortage, it has not been general or serious, and is a condition which is almost impossible to overcome entirely. In fact, the railroads deserve credit for the service they have furnished thus far, and it is hoped that they will be able to continue the good work until the season closes. Earlier prospects are being confirmed and, generally speaking, both the yield and the grade of grains this year are good.

The International Dry Farming Congress is in session at Lethbridge at the present time and is being attended by enormous crowds from all over America. Full particulars are being published by all the daily newspapers so that it is not necessary to go into details here. Suffice it to say, that the Congress is truly an eye-opener to all and is a tangible evidence of what can be done under apparently impossible conditions when proper and scientific farming methods are adopted. The displays of grains, grasses and fruits are marvellous. The whole exhibition will long be remembered by those fortunate enough to see it. It is very gratifying to know that the best grain on the continent can be grown in Western Canada, as Alberta and the Western provinces carried off the premier championship honors in most of the grain competitions. The \$2,500 Rumely engine, given as prize for the best bushel of wheat was won by an Alberta farmer, living south of Lethbridge.

Mr. C. L. Massecar, general manager of the Brantford Cordage Co., Brantford, Ont., accompanied by Mrs. Massecar, is on his annual tour of Western Canada. They recently spent a day in Calgary on their way back East, after having spent a few days in coast cities. Mr. Massecar reports the twine trade this year, both for home consumption and for export, as having been something phenomenal, and, judging from the scarcity of raw material and the high prices prevailing for both Manila and Sisal, he predicts much higher prices for next season. His factory was not able to fill all orders, partly owing to the difficulty of being unable to secure orders early enough—the farmers in the West apparently having gotten into the habit of leaving this very important matter until harvest is right on — when, if there is a twine shortage such as we had for short periods during the past two seasons, means a great inconvenience, not to mention the heavy expense incurred in obtaining twine by express.



FAIRBANKS-MORSE
SKIDDED ENGINE

EVERY SALE Strengthens Your Hold on Your —Trade, when You Sell— GOODS OF QUALITY!

Three words fit every article made by this Company—**Built to Last.** Our business has been built by the quality of our output, and is growing yet. From the smallest pump to the largest tractor, the FAIRBANKS-MORSE line is unexcelled. If you are open to represent us in your district, write for our proposition.

"The dealer who handles the CANADIAN FAIRBANKS-MORSE line gets COMPLIMENTS, not COMPLAINTS."

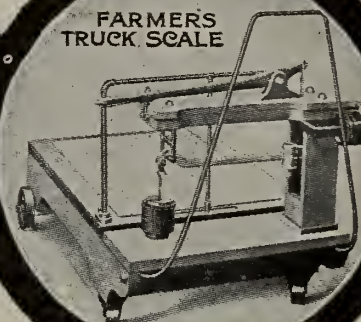
FAIRBANKS-MORSE

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 H.P.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 H.P.
Binder Engines, adapted to all makes of Binders
Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales

The Canadian Fairbanks-Morse Co., Limited

WINNIPEG	SASKATOON	CALGARY
MONTREAL	ST. JOHN	TORONTO
VANCOUVER	OTTAWA	
	VICTORIA	



FARMERS
TRUCK SCALE



DOMINION
PITLESS SCALE



FAIRBANKS-MORSE
ECLIPSE PUMPER

The Motor-Cycle.

The handling of motor-cycles by retail implement dealers is by no means a bad idea. Let us assume that the majority of West Canadian farmers are not in a position financially to own and run a motor car. Even so, they may live twenty-five or thirty miles away from the town, a distance that takes some little time to cover, even with a good driving horse and buggy.

Again, the farmer may have his horses fully employed and grudges the time lost in laying a team off work so he can use one of them to drive to town on some business. In such a case, the motor-cycle is invaluable to the farmer. It saves him time and at the same time he need not take any of his horses away from the urgent work upon the farm.

Taken as a mechanism, the motor-cycle needs very little care; it is comparatively inexpensive to operate and any man can readily learn how to operate it.

Apart from the side of pure pleasure trips, it is, as we have said, a very efficient means of getting quickly to town. Suppose it is during the harvest and a special bolt or small casting has given way in the binder, completely stopping cutting or

threshing operations. Every minute is of value during harvest time, and the quicker the farmer can get to the dealer's, get his repair part and get back, the better it is for him. In the case of any accident during cutting or threshing, the motor-cycle is invaluable as a speedy means of getting to the doctor; in fact, it may make all the difference between life and death.

The majority of motor-cycles are fitted with a baggage carrier. These carriers can support a load of 600 or 700 pounds quite easily. If necessary two carriers can be used — one over the back wheel and another in front of the handle bars.

Should the farmer's wife want to go to town during the day—or should some little pleasure trip be afoot, and granting that she has nerves, such as the women of our western farms usually have—she can sit on behind her spouse and shoot away down the trail. If the farmer goes in for a little mixed farming there is the butter to take to town.

For the farmer of mechanical ingenuity the motor-cycle is a power plant in a small way. It is quite possible to adapt the motor-cycle to run the washing machine, churn, cream separator or any such small machine.

The only drawback to this is that the engine of the motor-cycle is air-cooled and is meant to be cooled by the impact of the air while travelling, consequently the engine is prone to heat up if run without the machine being in motion.

Yet, considered from any standpoint, there is little doubt that the progressive dealer who would handle a line of motor-cycles would benefit thereby.

Tractioneering Text Books.

We have received a set of text books, fifteen in all, from the Hart-Parr Company, of Charles City, Iowa. These text books are published by the company and are used by them in their Correspondence School for Tractor Engineers. The subject is covered by these books under separate headings such as: General Definitions, Fundamental Principles, Fuels, Governors, Valves, Ignition, Lubrication, Cooling, Transmission and Gear Systems, Seeding and Tilling, Plows and Plowing.

The books are written in a lucid and convincing manner, while the phraseology is simple so that it may appeal to the student who may only have an average education. The mech-

anical construction of the tractor, the sequence of its engine cycle, the motion of its valve mechanism are simply explained and are clearly shown by easily understood diagrams. The mystery which usually surrounds the magneto and intensity coil is done away with and these parts of the ignition system are very clearly explained.

A most interesting section in these text books is that of Plows and Plowing. Layouts of land are shown for the efficient plowing of areas, and a great deal of space is devoted to methods of hitching plows, seeders, discs, land packers, etc., to the tractor. From an educative standpoint, these text books compare well with any high-priced volume on internal combustion engines, and have the advantage of being couched in simple and easily understood terms. They are devoid of any mystifying mathematical formulae, so incomprehensible to the non-mathematical individual.

The Hart-Parr student, by carefully reading those books should acquire a very complete knowledge of the tractor and also a wide understanding of the principles and practice of the internal combustion engine from a general standpoint.

Eastern Excursions

26TH ANNUAL SERIES

December 1st to 31st, 1912, inclusive via the Canadian Pacific Railway

Return Limit Three Months

Extension of return limit on payment of \$5.00 for each 15 days. Stopover allowed at any point east of Fort William

Return Fares from and to a few of the principal points:

TO FROM	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	S. John, N.B. St. Stephen St. Andrews Moncton	HALIFAX
Brandon	42.70	47.70	62.20	66.15
Calgary	59.90	64.90	79.40	83.35
Edmonton	59.90	64.90	79.40	83.35
Fort William	40.00	45.00	59.50	63.45
Lethbridge	59.35	64.35	78.85	82.80
Medicine Hat	56.25	61.25	75.75	79.70
Moose Jaw	48.45	53.45	67.95	71.90

TO FROM	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	S. John, N.B. St. Stephen St. Andrews Moncton	HALIFAX
Port Arthur	40.00	45.00	59.50	63.45
Regina	47.15	52.15	66.65	70.60
Saskatoon	49.60	54.60	69.10	73.05
Swift Current	51.75	56.75	71.25	75.20
Weyburn	46.40	51.40	65.90	69.85
Winnipeg	40.00	45.00	59.50	63.45
Yorkton	45.60	50.60	65.10	69.05

Corresponding excursion fares from all stations, Port Arthur to Calgary, Alta., and Midway, B.C., to all stations east of Port Arthur in Ontario, Quebec and the Maritime Provinces

Through standard and tourist sleeping cars and dining cars to Toronto and Montreal.

3

Through Express Trains Daily

3

The "Imperial Limited" to Montreal and Toronto

The "Eastern Express" to Montreal

The "Toronto Express" to Toronto

For booklet of information and full particulars as to fares, train service, tickets and sleeping car reservations apply to nearest Canadian Pacific Railway ticket agent or write to

C. B. FOSTER
General Passenger Agent
WINNIPEG

J. A. MACDONALD
District Passenger Agent
BRANDON

J. E. PROCTOR
District Passenger Agent
REGINA

R. J. McNEILLIE
District Passenger Agent
CALGARY

Why Not Make Sure of Your Customers?

Isn't it true that selling Plows is a business by itself? Every plow buyer who comes to your place of business needs a plow and your business is to sell it to him.

Whether you sell him a walking plow, sulky plow, or tractor gang you must know what point, share and moldboard he needs. You can't afford to make mistakes because he blames you if the outfit does not prove satisfactory. Is it worth while to take chances on making a good customer dissatisfied when there is an easy way for you to supply him with just the plow he needs?

Oliver Plows Give Satisfaction

When you have an Oliver plow contract you carry in stock or sell only plows adapted to your local conditions. That does away with practically every chance of selling the wrong plow. When you know whether the plow is to be drawn by horses or by a tractor, you can't make a mistake.

Besides being adapted to local conditions, Oliver plows have a large number of exclusive advantages over any others. The built-up flexible tractor gangs, centre hitch sulkies and gangs, soft centre steel shares and moldboards are all exclusive Oliver features of the utmost importance to plow users. The effect of these features is to make Oliver plows the most satisfactory and most economical plows a farmer can buy.

Oliver plows satisfy your customers. Oliver plows are



easy to sell. Oliver plows take up little storage space. Make your plow business an assured success by selling Oliver plows.

Write the nearest branch house for full information about an Oliver plow contract.

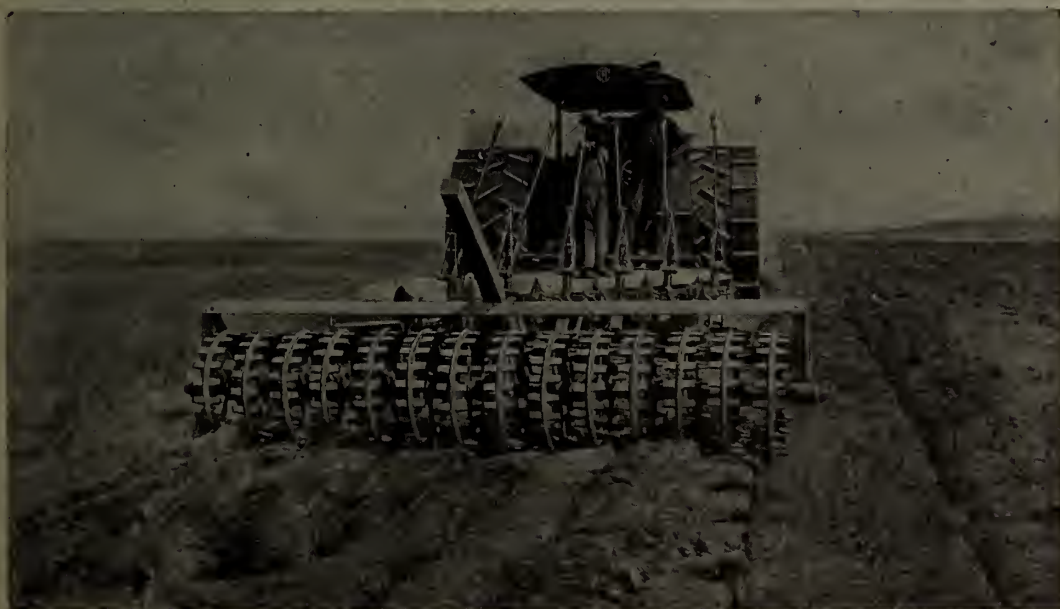
WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

I H C Kerosene-Gasoline Tractors

WELL ADVERTISED WELL KNOWN WELL RECOMMENDED

I H C Tractors are well advertised—they advertise themselves. In contests and in actual day-after-day work on the farm they make records second to none. Economy, reliability, power—all are demonstrated wherever I H C Tractors are at work.



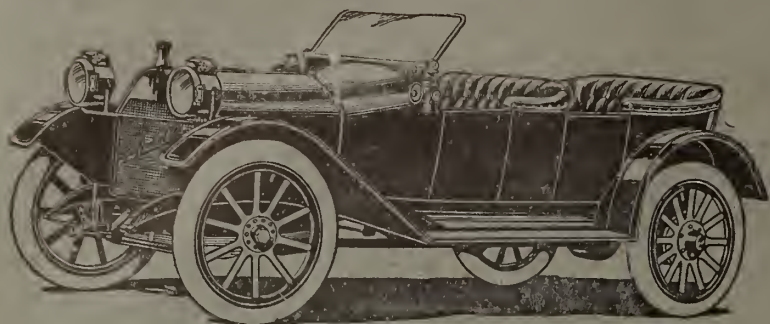
I H C Tractors are well known. Not merely widely known, but thoroughly well known and well thought of by users everywhere. The machine is simple, making it easy for the owner to know it in detail. Its performance is uniformly dependable—the owner knows what it will do.

I H C Tractors are well recommended. The man who knows a machine can tell his neighbor the truth about it. When he is well satisfied he will grow enthusiastic. The more he talks the easier it is for you to sell more tractors. There are few farm machines that arouse as much enthusiasm among owners as I H C Kerosene-Gasoline Tractors.

For your own information, if for nothing else, write to the nearest branch house today, and get full particulars of the I H C Engine and Tractor contract.

WESTERN CANADIAN BRANCHES
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



THE HUPMOBILE "32"

THE BIG LITTLE CAR—

and not very small either, with its Long Stroke Motor—5½ inches. Yes, it is a big car excepting in price and upkeep expense. Wherever used the HUPMOBILE "32" is admired for its smooth, quiet running and strong pulling qualities, as well as for its pleasing and symmetrical lines. It is constructed on the most modern and approved lines, as adopted by the foremost European and American manufacturers.

A Few Agency Points Still Open

Write for Prices and Particulars

JOSEPH MAW & CO., LIMITED,

Factory Representatives, WINNIPEG

The Central Canada Insurance Co.

The Saskatchewan Insurance Co.

The Alberta-Canadian Insurance Co.

INSURANCE AGENCIES, LIMITED.

GENERAL AGENTS:

Winnipeg, Man.	Regina, Sask.	Edmonton, Alta.
Brandon, Man.	Saskatoon, Sask.	Calgary, Alta.

And more than 1000 Local Agents in the three Provinces.

FIRE INSURANCE

LIVE STOCK INSURANCE

HAIL INSURANCE

Written under Policies free from harassing conditions.

We give the best possible Insurance Service at the lowest possible cost.

Our organization is the best in Western Canada for giving such service.

That the public recognizes and appreciates the service we give is shown by the remarkable increase in our business from year to year.

If placed with us your insurance will be carefully attended to. We devote all our attention to the needs of our home field—Western Canada.

Any information desired will be furnished on request.

JOS. CORNELL,
General Manager.

Any Machine of the "IDEAL" Line is the Best of its Kind for the Farmer

You cement your trade to your store when you handle goods that give big satisfaction year after year.

The "Ideal" Portable Threshing Engine

will please purchasers beyond measure. It has the same engine as we put in our "IDEAL" Tractor, this year's Silver Medal Winner at the Winnipeg Motor Trials. Design, construction, materials, ignition and cooling system all of the best.



**When you Sell a Mill,
Sell an "IMPERIAL"**

This mill met the world's best in competition and won first prize in a canter. Pumped 90% more water than the next best, which was the same size. We have more windmills in operation throughout Canada than all other makers combined.



**"Maple Leaf"
Grain Grinder**

Favorably known the breadth of the country. Made to run on a minimum of power. All wearing parts lathe-turned, hopper of extra capacity. Made in 6, 8, 10, 11, 13 and 15 inch sizes.

WRITE FOR OUR DEALER PROPOSITION

GOOLD, SHAPLEY & MUIR CO., LTD.

MANUFACTURERS OF { "IDEAL" Gasoline Tractors "IDEAL" Hopper Cooled Gasoline Engines "MAPLE LEAF" Grain Grinders
Windmills and Pumps of Every Description Wood Sawing Outfits, etc., etc.

Brantford

WINNIPEG

Calgary

CANADIAN FARM IMPLEMENTS

VOL. VIII., No. 12.

WINNIPEG, CANADA, DECEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 cents



UNION BANK OF CANADA

Established 1865

HEAD OFFICE - - - WINNIPEG

Paid-up Capital..... \$ 5,000,000
Reserve and Undivided Profits 3,175,000
Total Assets, over 69,000,000

Hon. President—HON JOHN SHARPLES

President—JOHN GALT

Vice-Presidents

WM. PRICE R. T. RILEY

Directors

W. R. ALLAN S. HAAS
S. BARKER, M.P. F. E. KENASTON
M. BULL G. P. REID
LIEUT.-COL. J. CARSON G. H. THOMSON
E. L. DREWRY W. SHAW

E. E. A. DU VERNET, K.C.

G. H. BALFOUR, General Manager

H. B. SHAW, Assistant General Manager

F. W. S. CRISPO, Superintendent of Branches

London, Eng., Branch, 51, Threadneedle Street, E.C.

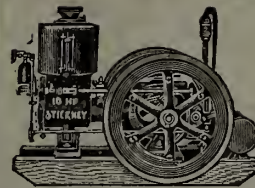
Head Office, Winnipeg

This Bank, having over 270 branches in Canada, extending from Halifax to Prince Rupert, offers excellent facilities for the transaction of every description of banking business. It has correspondents in all cities of importance throughout Canada, the United States, the Continent of Europe, and the British Colonies. Collections made in all parts of the Dominion, and returns promptly remitted at lowest rates of exchange.

Winnipeg Branch: D. M. NEAVE, Manager; F. J. BOULTON, Assistant Manager.

Stickney Gasoline Engines ARE THE BEST

M 13



Don't Buy a "Pig in a Poke"

Don't let your customers take anybody's word that is printed in a dateless catalog. You can't tell whether it was printed in 1911 or 1877.

He may be dead or he may be broke. Show them the actual Stickney Engine on your floor with its outside igniter, its straight line valve motion, perfect cooling system, three point suspension and ball-bearing governor.

Ontario Wind Engine & Pump Co. LTD.
TORONTO - WINNIPEG - CALGARY

Saws That Sell—Excelsior Cutters



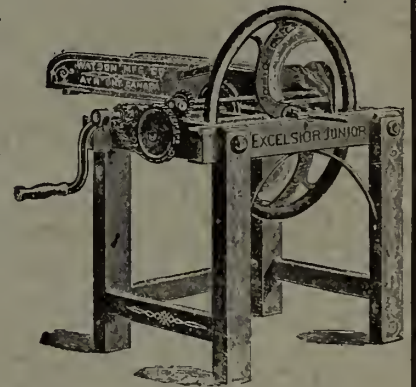
This is the season for selling saws, and when a saw is running on one of WATSON'S Pole Saw Frames it possesses a great attraction for customers. These frames have a heavy steel drive shaft, having no end play. They are firm, rigid and strongly braced and have a solid fly wheel and three pulleys. WATSON'S Cordwood Saw Frames are the ideal frames for steady running, and are fitted with a ratchet pulley.

Wishing our many friends a Joyous Christmas and a Bright and Prosperous New Year.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STREETS, WINNIPEG

Do you want to sell a feed cutter that will give absolute satisfaction to your customers? The Excelsior Junior fills the bill. It retains a razor-like edge all the time. Made in seven styles and sizes; it can be driven by hand, horse-power, engine or windmill. One lever starts, stops or reverses it. Write us today for our dealer's proposition.



FOR LIGHT POWER 2-4 H. P. ENGINE

USE ONLY A

Fleury "Little Wonder" Grinder

"I have tried the 'Little Wonder' Grinder and find it all right. It is just what I have been looking for, and I enclose payment.

(Signed) ABRAHAM HIGH,
South Cayuga, Ont."

J. Fleury's Sons, Aurora, Ont.

Medals and Diplomas, World's Fairs,
Chicago and Paris

JOHN DEERE PLOW CO., LTD.

Sole Agents

— WINNIPEG, REGINA, CALGARY, —
EDMONTON, SASKATOON, LETHBRIDGE

The Dominion Bank

HEAD OFFICE: TORONTO

Capital authorized \$10,000,000

Capital paid up 4,900,000

Reserve funds and undivided profits 6,500,000

Agents and Branches throughout Canada
A General Banking Business transacted
Special attention given to Savings Accounts

Savings Bank Department

In connection with each Branch.

Winnipeg Branch:

F. L. PATTON
Manager

Corner Main and
McDermot

G. R. HERON
Ass't Manager

Oliver Plow Logic

When a farmer comes to you to buy a plow, he either knows the kind of plow he wants, or he does not know. If he does know, you can sell him an **Oliver plow** because **Oliver** makes every type of plow and makes it right. Your customer is sure to find the plow he wants in the **Oliver line**.



If the farmer does not know, you can sell him an **Oliver plow**, because it is easy to show that **Oliver plows** do better work, more of it, and for a longer time than any other plow.

Whether the plow-seeking farmer knows or not, the best thing you can do for him is to sell him an **Oliver plow**, because that is the sure way to sell him a satisfactory plow and that is the kind of plow every farmer is looking for.

Every plow selling reason or argument there is applies with increased force to **Oliver plows**, tractor gang or horse-drawn, sulky, gang or walking.

If you are not selling Canadian made **Oliver plows** ask the blockman to show you some of the reasons why you should. Fifty-seven years experience in good plow building is at your command. Write the nearest branch house and get full particulars.

WESTERN CANADIAN BRANCHES

International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.;
Winnipeg, Man.; Yorkton, Sask.

Special Prices

ON

Evans Gang Disc Harrows

Write NOW

if you want

Bargains



EVANS GANG DISC HARROW WITH FRONT TRUCK

With or

Without

Tongue Truck

We have 50 of these splendid Gang Disc Harrows in Stock at Winnipeg. ALL BRIGHT NEW GOODS in first-class shape. ALSO A FEW SUPERIOR DRILLS.

WILL MAKE SPECIAL BARGAIN PRICES FOR QUICK SALE

The American Seeding-Machine Company, Inc.
Winnipeg, Man.



We Thank You

for giving us, this year, the largest business in our history.

It is gratifying to find that genuine service in your interest pays *us* as well as *you*.

We shall continue to give that kind of service, expecting to hold your confidence and your patronage only by striving to deserve them.

We wish you and yours a very merry Christmas, and a prosperous, happy and successful Nineteen Thirteen.

Sawyer-Massey Co.

LIMITED

MANUFACTURERS OF CANADIAN POWER FARMING MACHINERY

Western Branches: Regina, Sask.; Winnipeg, Man.

Factories: Hamilton, Ont.

You are Losing Money

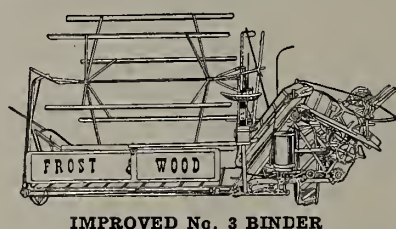
Unless You Handle the

FROST & WOOD

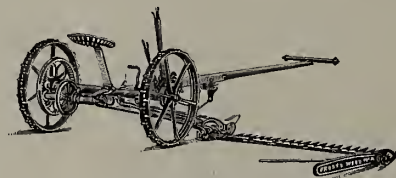
line of Agricultural Implements. You are foregoing hundreds of dollars annual profits, and—remember this—that there are undeniable reasons why no other Implements can take the place of the Frost & Wood line, either in service to the farmer or as a profit-earner for the dealer.

We are exclusive Frost & Wood Agents for Western Canada, and if you will write to us today we will give you a clear idea of why we want YOU to handle their goods. Right now, at the very beginning of the most effective advertising campaign we ever conducted, is the ripe time for YOU to get the details and decide.

For more than a generation Frost & Wood have followed the making of perfect Implements, and the result is that they are favourably known everywhere. Abreast with the times, in the



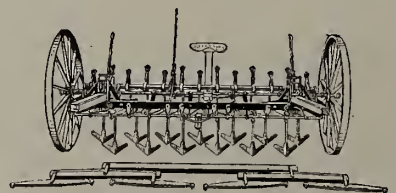
IMPROVED No. 3 BINDER



STANDARD No. 8 MOWER



TIGER RAKE



CLIMAX CULTIVATOR

lead with modern improvements, they are

GOOD SELLERS

at a

GOOD PROFIT

Combine the Cockshutt line with the Frost & Wood and there is **NOTHING** in Farm Implements that you cannot supply.

Better Binders, Mowers, Rakes, and Cultivators cannot be made. **BETTER THAN OTHERS THINK NECESSARY** is the rule that applies to these Implements and every step in their process of manufacture.

Write us **TODAY**, and we will give you important information that you should have **RIGHT NOW**.

Sole Agents for Western Canada

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage La Prairie

Increase Gross Sales and Net Profits

during the coming year and be a **COCKSHUTT DEALER!**

The name **COCKSHUTT** has grown up with the country, and the Implements bearing that name enjoy a sale greatly in excess of any other make. Hundreds of Dealers have made **COCKSHUTT IMPLEMENT POPULARITY** an asset to their business: **TRADE SUPPORT IS THEIRS!**

Are **YOU** one of them?

If not, it is **NOW** time for you to look into the boundless opportunities which the **COCKSHUTT** line offers you for 1913. For we are making new customers for our implements in **YOUR** community. These ought to come to **YOU!** With just a short letter from you—or even a postal card—we can help you make **MORE CUSTOMERS.**

Write us today.

Meanwhile, we are telling **EVERYBODY IN YOUR COMMUNITY** about Cockshutt Implements and Cockshutt Quality through great Farm Papers, Newspapers and other publications. 1913 is going to be a great Cockshutt year, and **YOU** can reap the benefit by becoming a member of the Cockshutt commercial family.

Don't put off that letter a day!

JEWEL GANG

Famed as "**THE WORTHY LEADER OF A POPULAR LINE.**" There is not a good point in any plow which you do not find in the Jewel Gang.

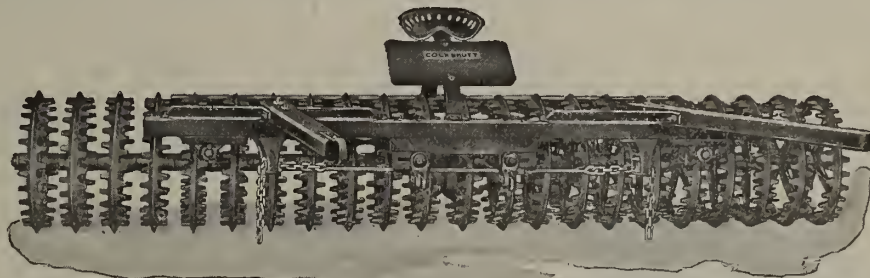


JEWEL GANG

The Jewel Gang embodies all that is latest and best in Plow building. A fine seller—always in demand.

COCKSHUTT COMBINED PULVERIZER AND SUB-SOIL PACKER

Latest product of the Cockshutt factory, patented and made exclusively by us.

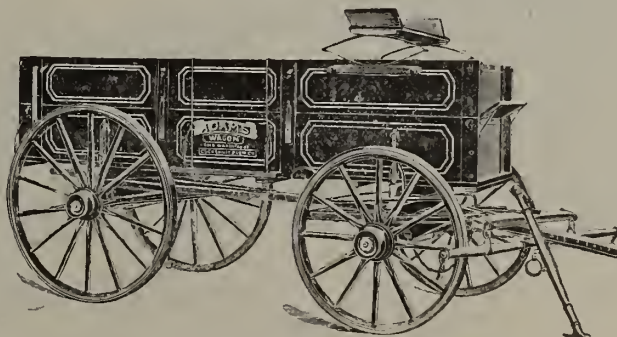


COCKSHUTT COMBINED PULVERIZER AND SUB-SOIL PACKER

It has all the features of the regular packer, with the additional advantage of the Vee-shaped rim which acts as a sub-soil packer pressing the top plowing through the layer of stubble or surface growth and making it possible for the moisture to rise to the roots of the grain.

ADAMS' STANDARD WAGONS

Just what your trade wants. More special features, more talking points, more satisfaction than in any other wagon.



ADAMS' STANDARD WAGONS

An enormous and ever increasing trade is the constant result for all Dealers who handle the Adams.

Cockshutt Plow Company, Limited

Branches: Winnipeg, Calgary, Regina, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

An Accurate Seeder Produces Big Crops

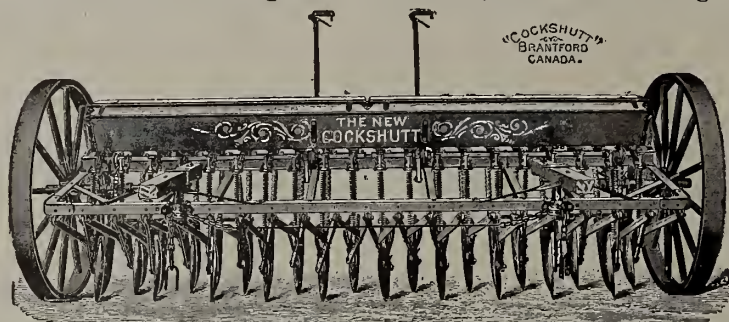
Handle the COCKSHUTT DRILL:

A GREAT SEED SAVER AND CROP INCREASER A PERFECT SEEDER IN WET OR STICKY SOIL

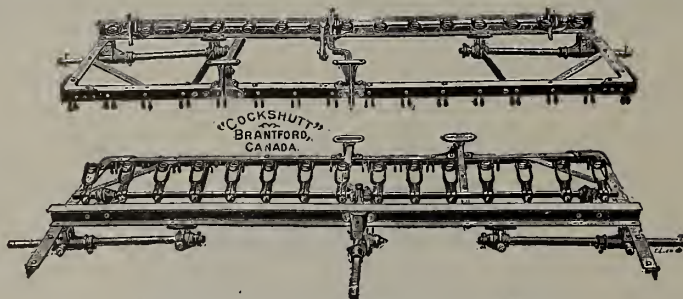
It plants the seed so that the grain will grow up firm and absorb the moisture and nourishment of the soil better. Frame built of high carbon steel, with reinforced corners. A rigid I-Beam which, like a steel bridge girder, extends the full width of the machine, keeps it from sagging in the centre. Positive force feed, driven by a short steel chain from the axle. Made with Single Disc, Double Disc or Drag Shoes.

No clogging troubles with the discs. Each disc is six inches apart with seven inches stagger. Sods pass through without bunching, no matter how wet or sticky the soil.

Oil cannot leak out and dust cannot get into the bearings. All important bearings are fitted with compression grease cups, a perfect oiling device which you do not find in any other Drill.



Cockshutt Drill, Fitted with Single Disc, Double Disc or Drag Shoes. (Interchangeable)



Frame of the Cockshutt Drill, showing I-Beam

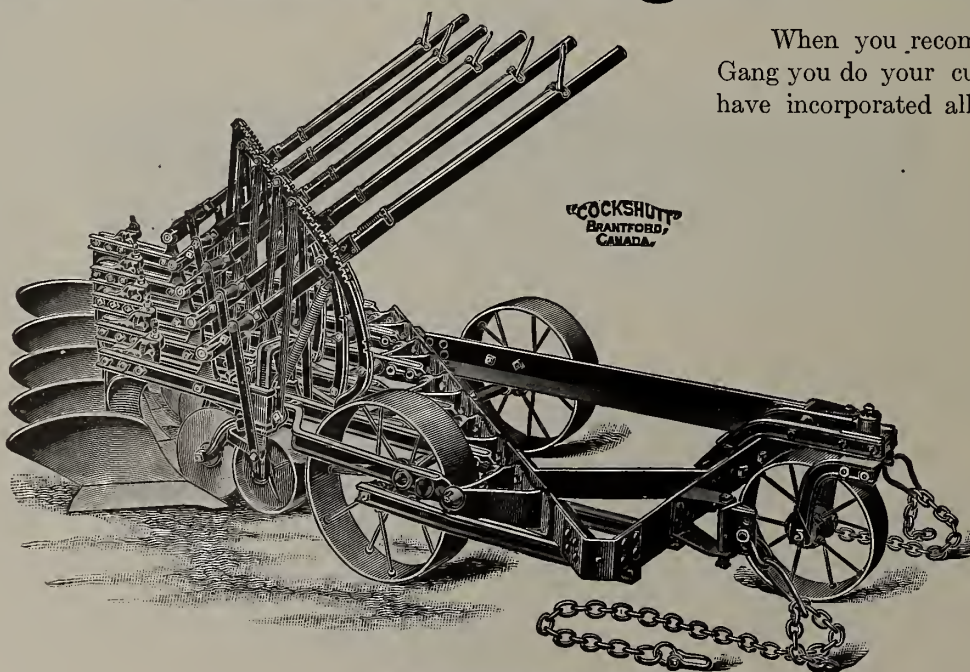
Wheels are bolted to the short axles, which run in self-aligning bearings and which are set at the correct angle to give proper pitch and gather to the wheels.

The frame is without doubt the strongest in any drill. The I-Beam—the supreme feat in Drill building—as you see it in the illustration, puts the Cockshutt Drill head and shoulders above the ranks of other Drills, with their common faults and drawbacks, and places it in a position altogether its own.

A great seller.

The Cockshutt Engine Gang

Only one thing can explain the widespread and continually increasing use of the Cockshutt Engine Gang and that is: "The universal adaptation for the work for which they are intended." "Use a Cockshutt and get exactly the result you want in the most economical way, in the shortest possible time"—is a true slogan.



The Cockshutt Engine Gang

When you recommend a Cockshutt Engine Gang you do your customer a good turn, for we have incorporated all the possible qualities that

tend to make a plow excellent in its work, economical in its service and profitable to its owner.

The great advertising campaign to be conducted during 1913 and the generous selling plan make Cockshutt Engine Gangs to be depended upon for steady activity.

WRITE FOR THE AGENCY TODAY

Cockshutt Plow Company, Limited

Branches: Winnipeg, Regina, Calgary, Saskatoon

Distributing Warehouses: Red Deer, Lethbridge, Edmonton, Brandon, Portage la Prairie

CANADIAN FARM IMPLEMENTS

Vol. VIII., No. 12

WINNIPEG, CANADA, DECEMBER, 1912.

SUBSCRIPTION PRICE IN CANADA } Per Year, \$1.00
Per Copy, 10c.

To Our Readers, One and All,
Greeting
and
Our Most Hearty Wishes
for a
Merry Christmas
and a
Prosperous New Year
from
Canadian Farm Implements



"In the very name of Christmas
There's a sweet and potent spell,
That will aye the sense of distance
And the chill of Time dispel,
So your paper sends warm greetings
Once again to wish you well."

Interesting Red River Relics

In those days in Western Canada, when we have all that is latest in the world of invention, when we have in Winnipeg the hurrying automobile, the whizzing electric car, and the sizzling arc lamps, and at night, where once all was unbroken silence and darkness, the only light the flickering camp fires of the Indians, what have we now?

The clang and roar of traffic, the hurrying bustle of a busy city, crowded streets, where men and women hurry to garishly lighted places of entertainment, and, above and over all, the great changing colored lights of electric signs. From without the city we can sit and see its dull glare in the sky—where a short hundred years ago there was nothing but the meeting of two rivers, a convenient camping ground for the Indians, and all around nothing but thick bush. Our old timers can be stirred at times to talk of the early days as they remember them, days of hardship and wonderful achievement, and all the more wonderful when we see what a few decades have done in the progress of our city.

At the Winnipeg Exhibition of 1912, a collection of relics of the early days in Western Canada was shown, which possibly was the finest collection ever seen in Canada. Relics of the old Hudson's Bay days, primitive cannon and fowling pieces were shown, and old bow guns such as were used on the river boats long ago. Along with them we saw the first bell brought into Rupert's Land, used at York Factory in 1816. How often had its tones rung over the silent snows in the weary winter of the Northland,



Old Red River Carts

the Orkney Islands in 1812—one hundred years ago.

On the grounds of the exhibition were some very interesting relics, of which we reproduce one or two photographs. Consider these old Red River carts and harness, made without a nail and held together by pegs, worn, battered, much repaired, somewhat crumbly, yet, possibly, the same old carts that Father Lacombe heard creak up to the gates of the old fort where Edmonton now stands—and that was fifty years ago.

When we look at our walking and riding sulky plows, our strong and rigid engine gang plows, how pathetically weak do these old Red River plows look. Observe that one with oaken beam and moldboard, with a hammered iron share and a few iron rods to hold it together. Seventy-one years old, it was the second plow brought to the Red River Settlement in 1850, via the Hudson's Bay route. The third is an English iron plow with two wheels, brought by the same route in 1851. The fourth is a



Indian and Eskimo Boats



Plows used by early Settlers

no one can say. Old brass candle-sticks, candle molds and candle snuffers, all very useful before we learned how to pump coal oil from the earth and to generate electric light.

And we had half a dozen exhibits that told of primitive agriculture on the frontiers of civilization in the old days. A pair of grain sickles, such as were used before the cradle was invented, the old grain flail, forerunner of our modern self-feeding, wind-stacking threshing machine. Here we saw an old manure fork, square tined, heavy, brought from

THE STANDARD BY WHICH OTHERS ARE JUDGED

is represented in the "American" line of well drilling and pumping machinery. The 40 years of experience behind these machines and their extensive use throughout the world is the best possible evidence of their dependableness.

"American" Drilling Machines are made in 59 regular styles and sizes to meet every possible condition of earth and rock drilling and mineral prospecting. Described in 198-page Catalog No. 105.

All Grand Prizes and All Gold Medals

given by the Alaska-Yukon-Pacific Exposition at Seattle to pumps were awarded to "American" Pumping Machinery.

The deepest wells in the world are pumped by the "American" Deep Well Pumps. Described in Catalog No. 110.

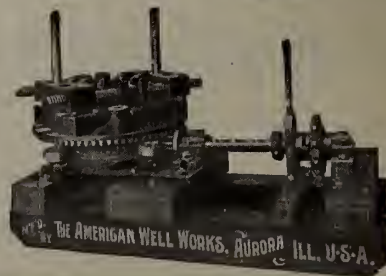
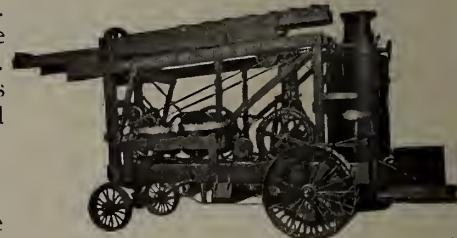
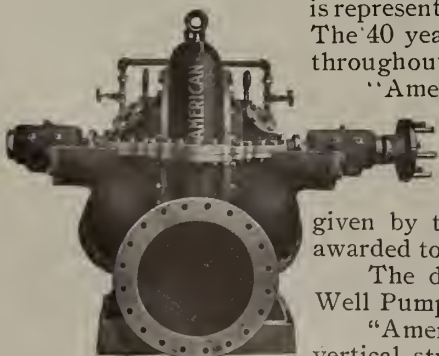
"American" Centrifugal Pumps are made in both horizontal and vertical styles, in any number of stages, in any size, equipped with any power and attain higher efficiencies than any other pump of any type. Described in Catalog No. 104.

Agents Wanted in all unoccupied territory.

THE AMERICAN WELL WORKS

General Office and Works, AURORA, ILL., U.S.A.

Chicago Office, First National Bank Building



Scotch plow imported via the Hudson's Bay route 82 years ago.

Here we have barley beating blocks, one of which is 71 years old. The far one is of oak, the near of limestone. In the top of each a hollow cavity was formed in which the barley or other grain was poured and cracked and ground for food by means of the wooden hammers shown in the photograph.

There was exhibited, also, some remarkably interesting types of old boats. In the center is a solid oak "dug-out"—the most primitive type of boat known, yet made to day by the savages of Central Africa and the South Pacific Islands. To the right is a skin-covered Eskimo "kayak," the boat in which the Eskimo sits with waterproof skins fixed so



Indian Barley Grinding Blocks

that the water cannot enter. In this type of boat he can pursue the walrus or seal, and can actually turn somersaults while in the sea. On the left hand we have an old clinker-built Red

River boat, that has covered many a mile; while in the right hand top corner is an old Indian birch-bark canoe.

When we look at these old relics of the early days, how forcibly it is brought home to us that Canada has advanced at a speed unknown to any other land on earth. Where once the buffalo roamed we have fields of golden grain. In a few months' time townships dot the prairie, where once naught was seen save the wandering bands of Indians. The railroad follows the pioneer, but to the men and women who extended our frontiers of Empire we must give just due; theirs was the hardest road, to them should be the praise.

There should never be any room for doubt in any home.

John Deere Plow Co.

The Deere Factories and What They Make

- Deere & Company, Moline, Illinois
Steel Plows, Cultivators and Harrows
- Deere & Mansur Co., Moline, Illinois
Corn Planters, Disc Harrows and Beet Tools
- John Deere Wagon Co., Moline, Illinois
Farm and Mountain Wagons and Teaming Gears
- Marseilles Company, East Moline, Illinois
Shellers, Portable Elevators, Wagon Dumps and Spreaders
- Davenport Wagon Co., Davenport, Iowa
Steel, Roller Bearing Wagons
- Dain Mfg. Company, Ottumwa, Iowa
Hay Loaders, Stackers, Sweep Rakes, Mowers and Presses
- Dain Mfg. Company, Welland, Ont.
Hay Tools and Spreaders for the Canadian Trade
- Van Brunt Mfg. Co., Horicon, Wis.
Grain Drills and Seeders of all kinds
- Syracuse Chilled Plow Co., Syracuse, N. Y.
Full Line Chilled Plows and Spring Tooth Harrows
- Fort Smith Wagon Co., Fort Smith, Ark.
Wagons for South and West

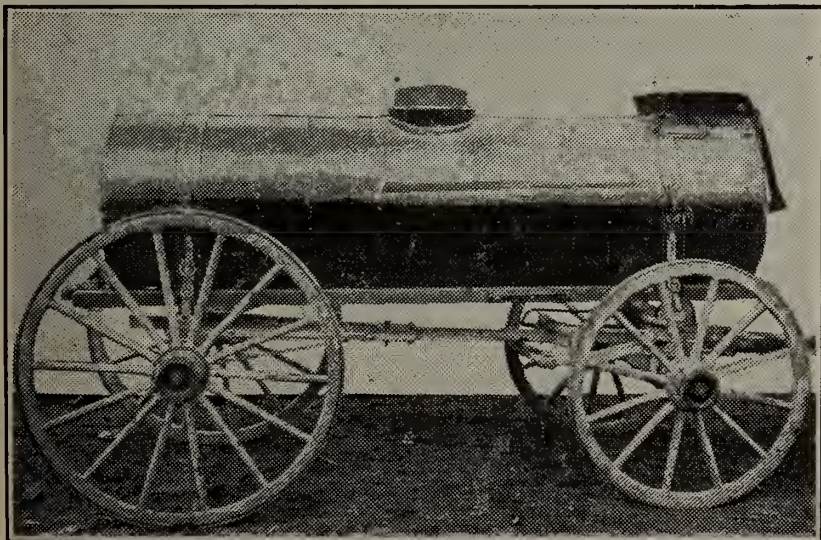


*The Trade Mark of Quality Made
Famous by Good Implements*

The Sales Organization

- Deere & Webber Co., Minneapolis, Minn.
- John Deere Plow Company, Moline, Illinois.
- John Deere Plow Company, Omaha, Nebraska.
- John Deere Plow Company, Sioux Falls, S. Dak.
- John Deere Plow Company, Kansas City, Mo.
- John Deere Plow Company, Oklahoma City, Okla.
- John Deere Plow Company, Denver, Colorado.
- John Deere Plow Company, St. Louis, Missouri.
- John Deere Plow Company, New Orleans, Louisiana.
- John Deere Plow Company, Nashville, Tenn.
- John Deere Plow Company, Atlanta, Ga.
- John Deere Plow Company, Dallas, Texas.
- John Deere Plow Company, Portland, Ore.
- John Deere Plow Company, Spokane, Wash.
- John Deere Plow Company, Boise, Idaho.
- John Deere Plow Company, San Francisco, Cal.
- John Deere Plow Company, Indianapolis, Ind.
- John Deere Plow Company, Columbus, Ohio.
- John Deere Plow Company, Baltimore, Md.
- John Deere Plow Company, Syracuse, N. Y.
- John Deere Plow Company, Des Moines, Iowa.
- John Deere Plow Company, Milwaukee, Wis.
- John Deere Plow Company, Ltd., Winnipeg, Man.
- John Deere Plow Company, Ltd., Saskatoon, Sask.
- John Deere Plow Company, Ltd., Regina, Sask.
- John Deere Plow Company, Ltd., Calgary, Alta.
- John Deere Plow Company, Ltd., Edmonton, Alta.
- John Deere Plow Company, Ltd., Lethbridge, Alta.
- John Deere Export Company, New York, N. Y.
- Con. Wagon and Machine Co., Salt Lake City, Utah.
- Bristol & Gale Company, Chicago, Illinois.

A FULL LINE OF FARM IMPLEMENTS



Western Standard Oil and Gasoline Wagon Tank—Style B.

Steel Tanks that Sell!

We are Specialists in the construction of Steel Storage and Wagon Tanks, whether for Water, Oil or Gasoline. Our

Western Standard Tanks

are the last word in Sheet Steel Tank construction.

Our prices and discounts mean money to the dealer who handles our line.

Come and see us or write for our proposition to dealers.

RED RIVER METAL COMPANY, WINNIPEG 51-53 AIKINS STREET

The Old Order and the New: A Comparison

It was a soft autumn day in England, and away up towards the higher moorlands that lie between Yorkshire and Lancashire, the soft light glimmered and flittered against the green of the trees. All away along the low-lying weald lay the small, neat fenced-in fields of grain; small, for every inch of them had to be won by dint of weary labor from the creeping bog and moorland and the long penetrating roots of the ling.

It was harvest time in the year 1745—the year when the wild Highlanders, headed by the ill-destined Charles Stuart, swept south through Scotland, crossed the border and were, even then, only a short fifty miles away, marching on London that they might drive Hanoverian George from his throne, and had they done so they might have changed the history of the British Empire.

But they little recked of this in that quiet Yorkshire valley. Fight they could when needs they must, but what need to fight when there was the land and the live stock to see to.

The barley was full and ripe, and on Lone Farm they were busy at the work. They were smart with their hands in the old days, those farm men of the past; for the farmer could wield sickle, scythe or flail with as merry a zest as the best of them. The old squire began to move forward down his swathe, as soon as he and his men had reached the first of the three fields of barley. They set themselves in order, each with his keenly-whetted scythe, held tense

and ready for the long straight-sweeping swing. Others of the farmers in the uplands of Yorkshire still held with the sickle for the cutting of harvest, but at Lone Farm the squire was something of an innovator in a quiet way—for innovators were not popular in those days.

Years before that he had begun to use the scythe on his crops instead of the sickle—an example that his neighbors were slowly following all along the edge of the moors. Yet 'twas ninety years later before the scythe became general in England.

So far as the scything goes, it was a far better way than the old sickle work, for it allowed a busy farmer to go forward with the cutting of his fields at a brisker pace. With a sickle, your scythe, your cradle, your reaper or your modern binder truly make sad havoc for speed, since, with the sickle, each man worked in a small circle of his own, wasting much time while he gathered all the heads of the grain in his left hand.

A deal of natty and nice work, truly, there may have been about it, but 'twas little satisfaction to a man when his muscles craved a long unbroken swing.

Moreover, with the cradle, the grain layed itself into one long line on the left hand of the mower, for, although ye may not know it, there was fixed at the bottom of the shaft, bent round in a big curve to a point some eight inches above the blade, a thickish branch of alder or willow which caught the falling

stalks and swung them clear of the hissing steel.

Good it was, on this soft autumn day, when the sweet wind whimpered and moaned from the moors, to see the old squire, striding down the narrow lane with the ripened heads dropping like wave crests on a sea of yellow, watching his men, each set before the other with his own wide swathe behind him, the grain lying in long even lines.

There was a power of rollick and good temper in the laugh of the squire, as he pulled up at the end of the swathe and turned to those behind him, rating them for being so laggard in a lusty race. On they went, these sturdy farm laborers, till eleven of the clock when the maids came down the pasture field, laden with ale and cheese for the hungry men.

They stood by the fence and listened, those deep-bosomed Yorkshire lasses, for it was exceedingly pleasant to hear the scythe music among the grain. The low, sibilant swirl and rustle and swish of the keen blades as they clove their way through the stems was so pleasant to the ear.

Ah! these were good days, life was not all rush and hustle, and materialistic clinging and clawing for gold; sweet, soft autumn days when the very barley was in mood to laugh, and the golden heads trapped the sun-rays as they sought the green undergrowth among the grain.

It was afternoon, and they were stooking the barley. One

after another they went up the field, bending with wide-stretched arms and gathering the grain into sheaf size, then a quick handful and a twist, and the grain band is laid on the ground, the sheaf is layed upon it, another twist and it lies waiting for the stokers.

They follow up the field, bending, catching the sheaves, one in the right hand and one in the left, setting them at an angle against each other, so that they might be dried. Two and two, and then on further up, and another stook joins the myriads on the quiet fields of the Yorkshire uplands.

The fields are quiet now, and the country lies asleep beneath a great harvest moon. We pass from our fancy of the past—pass from the good old days, over two thousand miles of gray seas, two thousand miles of pine, lake and prairie, and we are on the wide, far-flung grain fields of the Canadian West.

* * * * *

Across the landscape we hear the whirr, whirr of the modern binder. It comes from all points of the compass, for the weather is excellent and all speed is being made so that threshing may be got over and the fall plowing proceeded with. Blended with the drowsy whirr of the binders, we hear the jingle of harness or the short, sharp explosion of the exhaust of a gas tractor as it speeds along with four binders in tow. The tractor is a great modern invention for the farming of large areas—we can imagine how the shade of the dead squire of Lone Farm would stand in amaze when he saw that whirling mechanism pass along, taking

MR. DEALER:—Your standing in the community in which you operate is largely determined by the **QUALITY** of the goods you handle—the manner in which you look after the interests of your customers. Isn't it best to handle a line which is well known for quality and superiority, goods upon which you are willing to back your business standing?

Have you had our new contract put up to you? If not, you want to get next to it at once, as we have the best proposition ever submitted to the dealer. There is **BIG MONEY** in it for you—so investigate **AT ONCE**. We will promptly communicate with those who are sincerely interested.

WE MANUFACTURE AND DEAL IN

Wind Mills, New Chapman Well Drills, Dempster Well Augers, Aylmer Pitless Scales, Steel Frame Wood Saws, Toronto Grain Grinders, Roller Crushers, Stickney and Chapman Gasoline Engines, Steel Towers, Steel Flag Staffs, Wood and Steel Tanks and Troughs, Wood and Iron Pumps, Hydraulic Rams, Wrought Iron Pipe, Brass, Iron and Porcelain-lined Cylinders, Well Casing, Tubular Well Supplies, etc. Belting and Hose, Watering Basins, Cow Stanchions, Gas Pipe Cattle Stalls, Brass and Iron Fittings, Pipe Tools, Pneumatic Pressure Tanks.

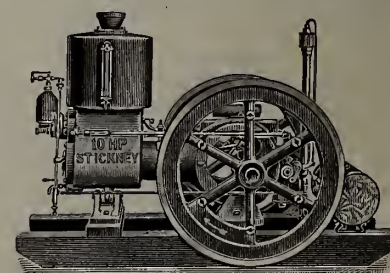
Write NOW for our new, wonderfully liberal 1913 Sales Contract. Do it TODAY.

Ontario Wind Engine & Pump Co. Ltd.

TORONTO CALGARY MONTREAL WINNIPEG



Toronto Windmill. A fine seller everywhere.



Stickney Engine. World famous. 1½ to 20 H.P.

with it four strange, complex things with revolving arms, and every now and then letting fall several sheaves of grain all neatly tied with stout cord; cutting 32 feet in a long swathe as they pass along.

We pass a little to westward, there are no low stone fences dividing those vast fields, the cultivation of which would have been utterly beyond the power of the old squire and his laborers. Up a slight rise comes two horse-drawn binders, each with four sturdy horses straining to the work.

Each sheaf is collected and the twine knotted by the ingenious mechanism, and, when a few are collected, the man who guides the horses and attends to the mechanism presses a lever with his foot and the sheaves fall all in one place. So it is that mechanism saves time, and the men who come after to set up the stooks do not have to walk here and there to collect them; they all lie waiting in long straight rows across the prairie.

Hark! the exhaust of the tractor has stopped, and the four binders have ceased to cut their 32 feet of standing grain. What is the reason? Only a breakdown in the mechanism—yet the

binders have to stay inactive until the tractor can again exert its power. The drivers of the horse-drawn machines laugh mirthlessly and urge on their sweating horses.

Yes, the old order has given place to the new; men have worked, experimented and thought, and from their brains they have evolved means and mechanisms to make the toil more easy and the cultivated lands more wide and far flung.

Yet, the sickle and the scythe, the song and the story have gone from the soil. The jesting and the laughter, and the spirit that was in the men who followed the old squire down the field—where have they gone? There is no singing now with the gathering of the grain; we reduce and reduce the hands that labor, do we help those that remain? Farming is no longer a thing of the soil; it is a study of applied mechanics, and we are silent, grim mechanics working in an age of transition. Behind us, in a land of filmy dreams—a cobwebbed past—we leave the sickle and the scythe and cradle. We are going forward ever forward, towards our goal; our end, the perfect harvesting machine. We can plan, our brains can invent

and design new arrangements of cam, gear and lever; yet we shall do it and we shall count it a triumph in the world of farming machinery.

Aye, we are sure, very sure, of our knowledge of mechanics, but are we so sure that we know what really builds for happiness in the souls of men? Invention, Progress, Industry—we see them and we know that by them the hungry of the earth can be fed; the waste, uncultivated places made to smile with harvests of golden grain.

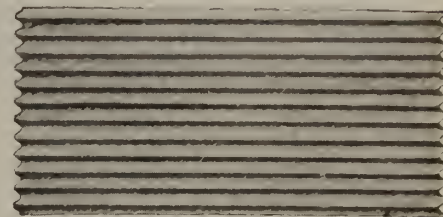
Away beyond all that, are we happier? Is the sun more sweet and the soft rustle of the wind among the stalks more satisfying, than on that autumn day when the old squire lead his scythemen down the upland fields beyond the far-away moors of Yorkshire?

Any fool can cut a price; but it takes brains to get a decent price and earn the money in quality.

If ever you reach the point in business where you do not have to advertise, somebody else will own the business.

CORRUGATED IRON

is the ideal covering for
**Barns, Granaries &
Implement Sheds**



Fire, Lightning, Wind and Weather
Proof

Durable as the Building itself
Applied direct to Rafters or Studs

DEALERS AND AGENTS
get handling this line. Write us for
Selling Outfit, Catalogue and
Dealers' Discounts.

There's Money in it for you!



**THE METALLIC
ROOFING CO.
LIMITED.**

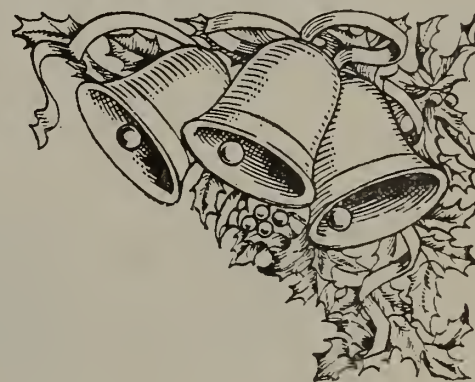
MANUFACTURERS.

WINNIPEG, MAN.

Head Office: TORONTO, ONT.

C53

Heartiest Christmas Greetings



THE Season of Joy and Happiness is here---the season when thanks can truly be given for the good things and successes, and when failures, in view of a most bright future, should be entirely forgotten.

At this joyous time we extend our most cordial and sincere greetings, and earnest well wishes for the future to our patrons and friends---to every person reading this message---throughout our great Dominion.

May your 1912 Christmastide be full of good cheer, and your labors during the coming year blessed with an abundance of prosperity.



MASSEY-HARRIS COMPANY, LIMITED

Grain Binders
Manure Spreaders
Cream Separators
Wheelbarrows

Corn Binders
Drills
Gang Plows
Wagons

Reapers
Cultivators
Sulky Plows
Sleighs

Mowers
Feed Cutters
Engine Gangs
Gasoline Engines

Rakes
Disc Harrows
Scufflers
Lorries

Hay Loaders and Tedders
Drag Harrows
Packers
Dump Carts

Branch Offices: Winnipeg, Regina, Saskatoon, Yorkton, Calgary, Edmonton

Methods of Advertising

Advertising means a great deal or very little according to the skill and judgement of the man who is handling it. In effect, advertising is simply wholesaling the selling talk that you retail to every individual customer that enters your store. All merchants should realize this, as an advertisement should be just as simply a selling talk as is made to the customer. The modern advertising specialist has surrounded advertising with a mass of "isms" and "ologies" so that it looks a weird and fearful subject, yet the fact remains that the wording of advertisements should be couched in plain and simple language. There are two or three things that make the difference between success and failure in a retail business. We have come to a strenuous age when we have to admit that advertising pays. Therefore the dealer should use his local newspaper, having bright newsy ads. Keep an attractive window display and change it often. Always remember that cleanliness is an important factor for attractiveness. Let the outside and inside of your store be scrupulously clean and keep it painted and in thorough repair.

If you do not it will assume a dingy appearance and this is very poor policy for a business man. A dowdy looking store gives the customer the idea that the proprietor is a man of lax business methods. Apart from this there is more pleasure in going into a bright well-lit store than into one that looks as though it had never been swept.

The dealer has got great opportunity for advertising at the present day, for manufacturers are long-headed enough to realize that by helping the dealer they are helping their own cause and are boosting the sales of their product. In most cases the literature furnished by manufacturers is written by men who are trained advertisement writers and who thoroughly know the product on which they are writing. They know it from A to Z, in a way quite impossible to the retailer who has many different lines to handle. They can therefore furnish more striking matter than you can who has to snatch a little time from a busy day and to see to many different things of importance. At all events there is little excuse for the dealer who does not use his windows, his store and his local paper as a means of advertisement.

A Model Dairy

The estate Schamburg near Beuthen (Silesia) possesses about 290 cows, of which 50 are kept in a model cow-house and are used to supply nursery milk for children; these animals are subjected to veterinary inspection.

All the stalls are well ventilated and kept scrupulously clean, the walls being white-washed four times a year. The floor of the model stall is raised 12½ in. above the floor of the shed and is very short (6 ft. 6 in. long, and 3 ft. 4 in. wide per cow), so that the excrement falls into the gutter behind the stalls and the cows do not soil themselves when they lie down. In order that their tails may be kept clean, they are attached to ropes suspended from the ceiling, which hold them a little above the level of the ground when the cows lie down.

All the cows are groomed daily and washed from time to time in a special bath-room provided with douches. In order to facilitate cleaning, the cows are clipped in spring and autumn.

The cows are fed throughout the year in the shed, and the rations are adjusted to the milk yield; animals which give the same amount of milk are classed together and receive the same food. In good weather, the cows are allowed to spend some hours in the fresh air.

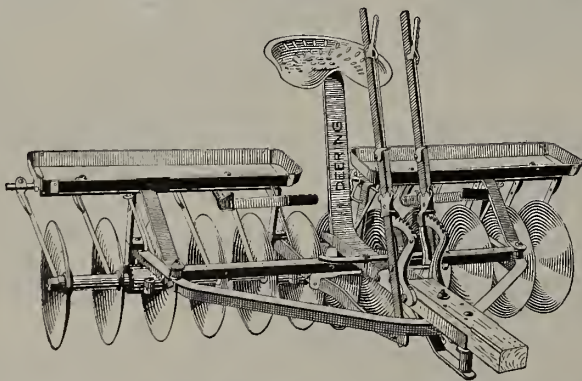
The udders are washed each time before milking and the straw in their stalls is renewed. The cows are milked three times a day. Galician girls are selected as milkmaids, and each milks ten to twelve cows; when

milking, the milkmaid wears a white overall, which covers her whole dress, and a cap. The most scrupulous cleanliness is exacted from the whole staff employed. There are special bath-rooms for the use of the milkmaids and those persons occupied in the milk-room. The milkmaids of the model cowshed are medically examined at intervals. The milk-pails are sterilized with steam each time after use. They have three sieves of copper wire inside; between the second and third sieve is a wadding filter, through which the milk drawn from the cow must pass before it reaches the pail, thus being free from all impurities. As the first milk drawn often contains impurities, it is never milked into the pails. The milk is poured into a large vessel and thereby is passed through a double filter. It is then taken to the dairy and is cooled to about freezing point by a carbonic acid refrigerator driven by an electric motor.

From the cooler, the milk goes to a collecting basin that is in direct connection with a bottle-filling machine. The latter fills glass bottles that contain from one to two pints of the liquid. Immediately after being filled, the bottles are closed with sterilized disks of cardboard and are then ready for sale. All the milk from this dairy, about five hundred and fifty gallons daily, is bottled in this way.

The empty bottles are cleaned by an electrically driven bottle-washing machine, which washes 1,000 bottles per hour and can be handled by one man.

Efficient Workers Deering Disk Harrows



Time and again it has been shown that the disk harrow is the most valuable implement the farmer can use. It has been proved that the use of the disk harrow for the sole purpose of preventing the evaporation of moisture, and preparing the surface to receive and utilize further rain, has resulted in increasing the yield of corn as much as 20 bushels to the acre, and wheat as much as 18 bushels. These facts are well worth the serious consideration of all farmers. It will increase your disk harrow sales to keep your patrons informed as to the profits resulting from the use of a good disk harrow—one from the Deering line.

The Deering disk harrow is in great contrast to the ordinary disk harrow on account of its exceptionally strong and rigid frame and the efficient work it does. No great amount of good will be done by disking unless the soil is thoroughly stirred. A disk harrow that will not thoroughly stir the ground is a poor tool for a farmer to use, and a poor tool for you to sell.

Besides disk harrows, the Deering line of tillage implements includes single-disk, double-disk, hoe, and shoe drills; peg-tooth and spring-tooth harrows; cultivators, land packers, etc.

A Deering contract is a contract worth having. Let us show you why. See the blockman, or write the nearest branch house for full information.

Western Canadian Branches

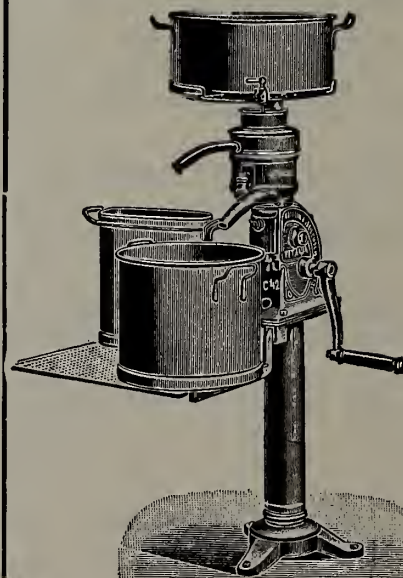
International Harvester Company of America
(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.

BIG REWARD

Implement Dealers will be well rewarded by handling

The Famous "Titania" Separator



Their sales and profits will increase considerably as this machine quickly gains popularity wherever introduced.

Simpler in Construction than any other system, and superior in quality to higher priced machines—it will suit the Canadian Farmer.

Active local agents wanted. Liberal terms.

The Titania Co.,
4 Euston Buildings,
LONDON ENGLAND

DE LAVAL

CREAM SEPARATORS

The cream of the cream separator trade goes to DE LAVAL Agents

If you have never handled the DE LAVAL there are possibilities for increasing your separator sales and profits that you have never yet realized.

No dealer ever regretted tying up with the DE LAVAL. The DE LAVAL contract is by all odds the most desirable in the farm implement and machinery field.



The DE LAVAL is the best known and most largely advertised cream separator, and a DE LAVAL once sold stays sold and makes it easy to sell other machines in the same neighborhood.

The retail price on the DE LAVAL is maintained and protected, assuring a certain profit on every machine sold.

Better write about an agency before your territory is closed for 1913.

Send your agency application to our nearest office.

THE DE LAVAL SEPARATOR COMPANY

14 Princess Street, WINNIPEG

173 William Street, MONTREAL

Separator Officials Change Companies

On October 31st last, a considerable number of well-known officers and employees of the Sharples Separator Company left the employ of that concern and joined the Empire Cream Separator Company, of Bloomfield, N.J. Almost without exception the individual members of this body of men, trained in the cream separator business, now occupy with the Empire concern the same position that they formerly held with the Sharples Company.

The following gentlemen were among those who joined the Empire concern: J. H. Colville, general manager; J. E. Stowell, manager of the Chicago office; J. B. Decker, credit manager of the Chicago office; N. N. Spear, advertising manager; L. N. Somes, manager of the Dallas, Texas, office; E. H. Fralick, manager of the Portland, Ore., office; Z. L. Wright, southern sales manager; F. W. Knight, eastern

trade manager; H. W. McWhinney, assistant manager of the Chicago office, and sales manager for Kansas, Nebraska, Colorado and Wyoming; Geo. P. Buttel, sales manager for Minnesota, Montana, North and South Dakota; E. S. VanNorwick, sales manager for Iowa and Wisconsin; H. L. Smith, sales manager for Indiana and Michigan; E. M. Zentmeyer, sales manager for Illinois and Missouri.

Prof. P. G. Holden Goes With I H C

When the International Harvester Company of America organized the service bureau in 1910, the commercial world was given an unusual example in far-sighted and broad-minded work. Prior to that time it had not occurred to the management of any great commercial enterprise that it would be worth while to organize a department devoted exclusively to rendering valuable



Professor P. G. Holden

assistance to patrons and others without cost.

The service bureau has already accomplished much in the wide field of educational work. Booklets and bulletins have been published, special articles have been prepared for the press, thousands of inquiries have been answered, demonstration farms have been established, prizes offered for the best yields of grain, and other educational work inaugurated.

The harvester company has employed Professor P. G. Holden, the world's greatest authority on corn, and well-known throughout the United States and Europe for his work has attracted world-wide attention.

In explaining how he came to cast his fortune with the International Company, Professor Holden said it was not a mere commercial matter, and salary had little to do with leading him to accept his new position—in fact, he had received a number of other offers, but turned them down because in the purpose of the service bureau he saw an opportunity to render service to humanity by greatly multiplying the effectiveness of his work.

Professor Holden is one of the two or three renowned agricultural extension workers who stand head and shoulders above all the others. He is one of the world's foremost agronomists, and has acquired an International reputation through the success he achieved in taking modern farm methods to the farmer himself, and by enthusing and encouraging him to practice the more profitable methods.

As the production of crops has much to do with a knowledge of the soil, agronomy necessarily embraces soil physics as well as the chemistry and bacteriology of soils and crops. Agronomy, therefore, means the theory and practice of the production of farm crops, but has to do more particularly with grain.

While still a comparatively young man, there are few in the world who have had as broad and practical, as well as systematic training, in agricultural work. He won his spurs in Michigan, Illinois, and Iowa, and has built up many organizations, the purpose of which is to disseminate information among farmers.

Professor Holden is a forceful, magnetic and pleasing speaker, using homely phraseology, and talks into the hearts of his audience rather than over their heads. In adding him to the staff of the service bureau, the Harvester Company has taken a long step toward up-lifting and developing the agricultural resources of the country.

Around the World by Auto

To finish a trip around the globe, Melvin A. Hall is preparing to leave San Francisco and drive to his home in Boston. Mr. Hall who is 23 years old, arrived recently from Nikko, Japan, with his 1910 Packard "30" phaeton, in which he has traversed 34,000 miles in the past 18 months.

Mr. Hall drives his own car. He undertook the long trip without any intention of making a record and his route developed itself as it passed from country to country. After traversing Europe he toured through India, British Malay and the Federated Malay States, Java, Sumatra, Cochin China, China, the Philippine Islands and Japan. His Packard was the first motor car to penetrate many of the regions visited. Over some stretches, such as the Rajputana desert in India, there were no roads and it was necessary to force trails.

He says: "I have had no Chauffer or mechanical assistance of any kind and have experienced no delays from mechanical troubles. The car has been roughly handled innumerable times in loading and unloading; drenched in sea water, bogged in tropical swamps, scorched by the desert sun and jolted through broken bridges. During the past year it seldom has been under cover."

EXCURSIONS

TO

Eastern Canada

Perfect train service across Wisconsin to Milwaukee; along the shores of Lake Michigan to the famous passenger terminal in the heart of Chicago's business district

via the

North Western Line

MINNEAPOLIS - ST. PAUL - DULUTH

To CHICAGO

FARES FROM WINNIPEG

Round Trip Fare		Round Trip Fare	
London, Ont.....	\$40.00	Ottawa, Ont.....	\$45.00
Stratford, Ont.....	40.00	Montreal, Que.....	45.00
Niagara Falls, Ont..	40.00	Quebec, Que.....	49.90
Toronto, Ont.....	40.00	Fredericton, N. B..	60.20
Hamilton, Ont.....	40.00	Halifax, N. S.....	63.45

Proportionate Excursion Fares apply to other points in Ontario, Quebec, New Brunswick and Nova Scotia. Tickets on sale Dec. 1st to 31st, 1912; return limit three months from date of sale.

BEST OF CONNECTIONS FOR CHICAGO

Leave St. Paul		Leave St. Paul	
North Coast Limited	8:30 A. M.	Badger State Limited	9:45 A. M.
Arrive Chicago 9:00 pm.		Arrive Chicago 10:15 pm.	

FROM MINNEAPOLIS AND ST. PAUL

THREE MORNING TRAINS TO CHICAGO

THREE EVENING TRAINS TO CHICAGO

FROM DULUTH

TWO DAILY TRAINS TO CHICAGO

H. M. McGINNIS, General Agent*
L. L. LAWLER, Traveling Agent

HARRY A. STUART, City Pas'gr Agent,
333 Main Street, Wpg.



The Season for Sales

At Christmas time, as at no other period of the year, it is essential for the retail dealer to have his store nicely arranged and decorated. If he has a hardware department in connection with the implement business he has unlimited opportunity to make a fetching window display. There is no type of trade so adapted for the effective dressing of window space as is the hardware trade. There is no reason why the dealer should not have a Christmas sale, and whether he has or not, he wants to take some space in the local newspaper. Do not hide your light under the proverbial bushel, get around to the editor who will be only too pleased to help you fix up a good ad. to appear in his paper.

The larger you want that ad. the more ready the editor will be to help you in the matter. If ever there was an opportunity for Christmas trade it should be in this year of 1912. It was estimated that the cereal crop of Canada was worth \$218,000,000 this year, and it's up to the implement dealer to see that he gets his share.

There is bound to be a whole lot of money in circulation this Christmas, and if your store is bright and attractive you are going to attract that money toward you. And when the customer comes in to buy some specific thing, it is up to your ability as a salesman not to let him or her go away without purchasing something else. We all have heard the story of the man who had just bought some real estate, and the more he thought over it the more he was positive that he had been swindled. He hurried back to the real estate agent's at a friend's suggestion. About an hour later the friend met him and enquired whether he had had his money returned. "Returned be darned," snarled the man, "that fellow heard all my tale of woe, and then, before I realized it, he had sold me a three horse-power gasoline engine and the 'Life of Lincoln' in three volumes."

While that may be taken with a pinch of salt, it depends on the ability of the salesman to make good Christmas sales. The average human being, around Christ-

mas, has more or less a feeling of peace in his soul. He is not so adverse to part with the subtle simoleon as he usually is.

It is up to the retail dealer to show him his stock of buggies, cutters, washing machines, cream separators, his line of gasoline engines, in fact his whole stock. The man may impress upon you the fact that he is absolutely to buy nothing, but if you get him interested in gasoline engine talk there is no reason why he should not develop into a pretty warm prospect.

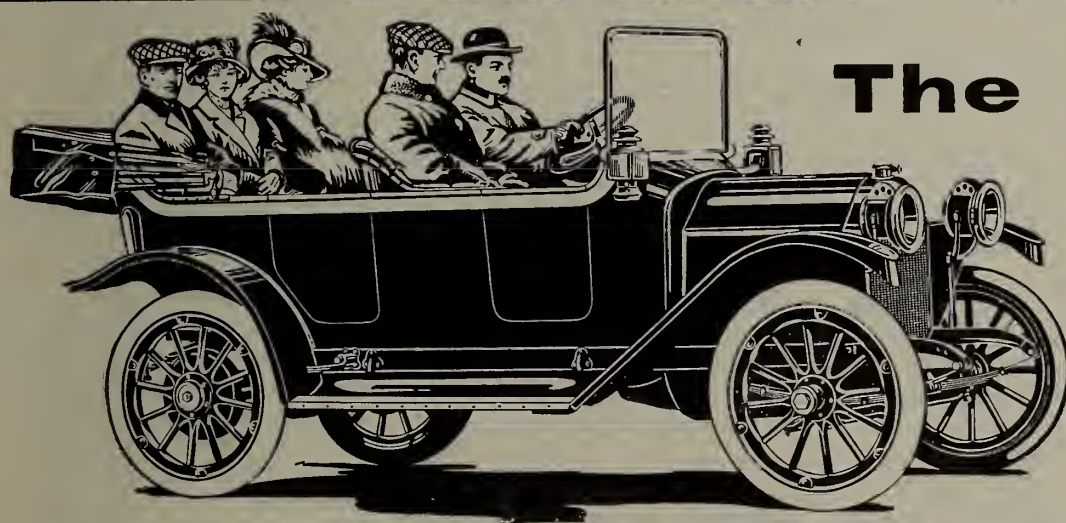
At all events every dealer should do his best to have a well lit and attractive store at Christmas time. A dark and gloomy interior, and a window or windows that have had in them the same goods since last January, do not tend to increase trade. And, beyond all, do not forget what we said about the editor and that advertisement.

You should support your local paper, anyway, as a business man, if you do not recognize the value of advertisement you are blind to your own opportunities. Get busy and have a good Christmas display so that people will enter your store—not pass it by to go to the one further down the street.

Brake Horse Power and Calculations

As we explained in a previous issue, the term "brake horse power" is the horse power supplied by an engine or motor apart from and in excess of the power that it consumes in overcoming the inertia of its running parts. A certain amount of the power of every engine is required to keep the flywheel and crank in rotation. We have the weight of the component parts, and the friction of the piston in the cylinder, also the friction of the shafts upon the bearings and the power required by the cams to operate the valve gear. All this has to be overcome before the engine can deliver external or available power.

Most of us are familiar with the devices required for a brake test, such as we have at the motor competitions held yearly in Winnipeg, also the method of applying friction to the pulley or flywheel of an engine to hold it down to full load. In the calculation of brake horse power, the unit of energy is the "foot pound." That phrase simply explained is easy to comprehend. It requires a certain power to



The Detroit

The Ball-Bearing Car

These Features Distinguish the Detroit:

Long Stroke Motor—Four Cylinder—Cast En Bloc—Enclosed Valves—Three Point Suspension—Unit Power Plant—Multiple Disc Clutch—Platform Rear Springs—Full Floating Rear Axle—Extra Large Adjustable Bevel Gears—Pressed Steel Rear Axle Housing—Left Hand Drive—Centre Control—Adjustable Worm and Nut Steering Gear—Drop Frame—Extra Large Tires—Complete Ball-Bearing Car.

Fully Equipped \$1,235 F.O.B. Winnipeg, Man.

SPECIFICATIONS—Wheel-Base—104 inches—gauge 56 inches. Power Plant—Unit type, completely enclosed. Motor—Four cylinder, cast en-bloc, 3 $\frac{3}{8}$ inch bore, 4 $\frac{3}{4}$ inch stroke, developing 25 horse power. Water cooled. Valves enclosed, interchangeable; all on right hand side of motor, adjustable. Ignition—Bosch high tension magneto—set spark. Cooling—Thermo-Syphon system, tubular type radiator of large water capacity. Fuel Supply—Gravity feed, tank under front seat. Lubrication—Splash feed, constant level type with pump. Clutch—Multiple disc running in Oil. Transmission—Selective type, sliding gears; three speeds forward, and reverse. Drive—Left hand drive, levers and steering gear finished in enamel and nickel. Control—Gear shifting lever in centre of car. Clutch and brake service operated by foot pedals. Steering Gear—Irreversible, worm and nut type. Front axle—"I" beam; drop forging. Brakes—Double internal expanding; one 14-inch drum and one 10-inch drum on each rear wheel, encased. Brakes operated by foot pedal and hand lever. Frame—Pressed steel channel section, drop type permitting low-hung car. Clearance—10 $\frac{1}{2}$ inches. Springs—Semi-elliptic in front, 36 inches long; platform in rear, each spring 37 inches long. Wheels—Heavy artillery type, equipped with 32 x 3 $\frac{1}{2}$ inch tires. Bearings—We use high grade ball bearings in the motor, transmission, rear axle and front wheels. Body—Metal—Five passenger—closed front English torpedo type. Upholstered ingenuine black leather. Up-to-date door locks with handles inside. Color—Raven blue body, hood and wheels. Black chassis, black enamel lamps—nickel finish. Full equipment—Top with side curtains, windshield, gas and oil lamps, generator, repair tool kit and horn. Price—\$1,235 F.O.B. Winnipeg. \$1,300, with speedometer Prest-o-lite tank, tire irons and demountable rims. Rear Axle Construction—The large plate gives direct access to the differential, the extremely large brakes and the sturdy pressed steel housing.

Write Immediately for Agency and Catalog Proposition

Western Distributors: **A. C. McRAE, Winnipeg**

lift a weight of one pound one foot high in one minute.

Therefore the force required to raise the same weight ten feet high would be ten foot pounds, or raising a weight of ten pounds one foot high in one minute would also constitute ten foot pounds.

Three factors have to be considered in our calculation—power, time and distance. In engineering calculations it has been fixed that the average horse strength is equal to 33,000 foot pounds.

Therefore 33,000 foot pounds is held to represent one mechanical horse power, according to an expert in Farm Machinery.

And the simplest form of brake or friction device that we can contrive is to fasten one end of a rope to a spring weighing scale fastened to the floor and then make one full turn of the rope in the direction the fly wheel turns around the face of the fly wheel and enough more to let the other end of the rope hang near the floor on the opposite side of the wheel from the spring scales.

If the motor is now started and after running up to its normal speed a sufficient pull is made on the loose end of the rope to tighten it onto the face of the fly wheel until there is sufficient friction to put the engine under full load, the scale will register the rotary frictional effort in pounds, as well as the pull on the other end of the rope. The torque registered on the scales less the pull on the end of the rope represents the force absorbed by the friction of the rope on the fly wheel force and is energy that moves. Consequently if the friction torque on the scale registers 30 pounds, and the circumference of the fly wheel is 9 feet, then the engine is doing the work of lifting 30 pounds 9 feet high at every revolution of the wheel. So, if the engine makes 300 revolutions in a minute, it will do the work of lifting 30 pounds 2,700 feet high in a minute. Or it will be doing 2,700 times 30, which equals 81,000 foot pounds. Therefore, a horse power being reckoned as 33,000 foot pounds, by simple division we find that 81,000 foot pounds equals 2 5-11 horse power, or approximately 2½ h.p. In this you will notice that power, time and distance are considered.

The power is represented by the 30 pounds on the scales. The distance by the 2,700 feet travelled by the rim of the fly wheel in its 300 r.p.m. And the time is one minute.

SHARPLES' NEW OFFICIALS



L. D. Logan

The above is an excellent likeness of L. D. Logan, who has recently been appointed to the important position of general manager of the Sharples Separator Co., of West Chester, Pa., Toronto, Ont., and Winnipeg.

Mr. Logan has been connected with the Sharples Separator Co. for some ten years.

During the first four of these ten years he was associated with the Chicago office of the company. At the end of that period he was appointed assistant manager of the offices and factory of the company in Toronto, Ont., a position which he held with marked ability for three years. At the beginning of 1909, the Sharples Separator Co. saw the necessity of having a branch in Western Canada, consequently they established a branch office in Winnipeg.

Mr. Logan assumed the management of the new branch, a position which he held until about a year ago, when he was appointed manager of the Canadian business for the company, returning again to his old offices in Toronto, which city became his headquarters. But as the wheel of time spins round we find that there is still further honor awaiting him, since now, as we have stated, Mr. Logan takes up the onerous and responsible duties of general manager for the business of the company both in the United States and Canada.

There is no doubt that his long experience, both in the East and West, has admirably equipped him to fill with credit and distinction the post which he now occupies.



M. F. Smith

We have great pleasure in reproducing the photo of M. F. Smith, until lately Western manager of the Sharples Separator Company. Mr. Smith has recently been promoted to the important position of manager for Canada for the separator company.

He was born in Fort Wayne, Indiana, and received his high school education in that town, after which he proceeded to finish his studies at the college at Windsor Springs, Missouri.

After leaving this educational institute, he felt the lure of the West calling, and following it he went to San Francisco, Cal. The stir and strenuous activity of railway life attracted him, and for nineteen years he worked for various railroad corporations in the United States, getting a great and varied business experience, and occupying many positions of trust and responsibility.

He, however, departed from the railway business world in 1907, and took a position with the Sharples Separator Company in Chicago. Starting with them for a couple of years he managed the repair and traffic department in the Chicago branch, being promoted to the position of district sales manager.

This position he held for two years, when he was promoted to the post of manager for Western Canada, with headquarters in Winnipeg. His wide business knowledge, combined with his mechanical ability in the separator and milking machine world, have led to the Sharples Company singling him out as the man particularly adapted to represent their Canadian interests as manager for the Dominion, with headquarters at Toronto.



R. N. Ray

The above photographic reproduction is that of R. N. Ray, the newly-appointed Western manager for the Sharples Separator Company.

Mr. Ray was born in Margaretsville, N.S., and there attended the public school. Having finished the public school curriculum, he decided to adopt a business career, proceeding to Currie's Business University in St. John, New Brunswick. After a thorough business education, he attended for two courses, and finally graduated from, the Royal Military School at Fredericton, N.B. Leaving this institution, he was irresistibly attracted to the sea, his father being a ship-owner; therefore, for some little time he plowed the briny deep in charge of one of his father's coastwise "packet" ships. Leaving the sea he became connected with the firm of S. G. Norton & Co., wholesale and retail dealers in the feed, flour and grain business. In this firm's interests he travelled extensively over the Maritime Provinces.

Eventually, he sold out his share in the business, coming west to Winnipeg about ten years ago. After some little separator experience, Mr. Ray joined the ranks of the Sharples Separator Company, which company he has served for the past eight years. For them he covered the Saskatchewan territory, and by tact and business ability made a splendid record in separator sales. On the appointment of Mr. Smith to the post of manager for the Dominion, Mr. Ray takes up the position of Western manager for the Sharples Separator Company, a post for which he is particularly suited, having so close an experience with the company's business in Western Canada.

A Course in Gas Engineering

In response to many requests, the Manitoba Agricultural College intend to repeat their short course in gas engineering, something after the same lines as that ran last summer at the college.

We cannot too highly commend the importance and value of such classes. For the dealer, the up-to-date man who handles gas tractors and stationary engines, this is a unique opportunity to learn a great deal about the theory and construction of the gas engine and gas tractors.

In this course special attention will be paid to the construction and operation of tractors, and to the faults most commonly met with by the operator.

Carburetors and their troubles will be thoroughly gone into, and various systems of ignition will be clearly explained from the various types.

Such repair work as belt lacing, babbitting, soldering, key-fitting, etc., will be gone over, and able instructors will take the students in hand in this as also in a short course of simple blacksmith work.

The course will include a number of talks on the adaption of the tractor to field work. Attention to a great variety of hitches for various implements will prove of great interest to students. The aim of the course will be to tend as much towards the practical as possible, therefore, most of the time will be spent in the mechanical building at the college. The writer recently visited the college, and was surprised at the large variety of gas engines and types of tractors that are installed in the mechanical department for the education of future farmers and tractioners. The requirements for this short course, which commences on December 9th and concludes on December 21st, are very few.

Applicants must be over 18 years of age, and all students must have a suit of overalls, a two-foot rule and an eight-inch wrench.

For full particulars regarding the course, application should be made to President W. J. Black, Manitoba Agricultural College, Winnipeg. All the charges in connection with this short course are \$5.00, charged as a registration fee. We can be perfectly sure that five dollars invested in this course by any dealer who desires to increase his gas engine and tractor knowledge will be an investment that will bring him in a tremendous dividend of increased knowledge.

Cordage and its Prices

When we review the past twelve months we become aware that many changes have occurred in the relative values of cordage fibres. Most of us know that prices have risen materially in some of the fibre markets, as the prices of manufactured goods have been advanced. In an editorial, the "Cordage Trade Journal" says that some merchants have been asking if the advance in the prices of goods has been a manipulated one, and some have asked whether the advance has not been out of proportion to the advance in the cost of raw material. A comparison of current fibre quotations, and those prevailing at this time last year, will show upon what foundation the higher value for manufactured goods rest. Such a comparison shows that in most instances the rise in the prices of manufactured goods, so far, has been less than the rise in the cost of raw material.

An investigation shows that there is practically, if not actually, no single instance where the price of the manufactured article today has fully reflected the advance in the cost of raw material.

In most cases, it seems, the margins of today are so much less than the margins of a year

or two ago that further considerable advances are inevitable, unless there should be a sudden and serious decline in the cost of raw material.

In the last year there has been an advance in all the principal varieties of hard fibre, the smallest advance being 62.1 per cent. and the greatest 120 per cent., while the greatest advance in the price of manufactured goods has only been 60.6 per cent.

Most of these advanced values have taken place in the last three months, therefore it is not surprising that the prices of cordage have fallen so far short of reflecting the advance in the cost of fibre. Soft fibres have all advanced with the single exception of Italian hemp, the price of which is now from 18 to 20 per cent. lower than the abnormally high prices of a year ago, which were the highest for forty years.

It is interesting to compare some of the percentages in the advance of cordage prices, quoting from November, 1911, to the same month in 1912. In manila, we find the advance 120 per cent.; in sisal, 62.1 per cent.; in New Zealand fibre, 72.8 per cent.; in Italian fibre, 17.8 per cent. of a decline in price. In the year jute values have advanced from 11.1 per cent. to 33 1-3 per cent.

Manufactured goods have advanced with this increase in the

value of the raw material, and it seems that there is a necessity for still further advances. Manila fibre, for instance, costs 120 per cent. more than it did a year ago, while first-grade manila cordage has advanced only 60.6 per cent. Therefore, it would seem that if the cost of the raw material keeps so high a percentage of advance, we can scarcely expect anything but an according advance in the value of the finished article.

A Trade the Best Legacy.

A man who teaches his boy a trade provides more certainly for his future than if he leaves him a large property, but without knowing how to turn his hand to useful employment. The ancient Hebrews had a saying: "He who does not teach his boy a trade leaves him to a thief." It is almost as true to-day as it was in any period of history. A university diploma is by no means an insurance against lack of work, a man who can fashion a horseshoe, make furniture, mould, engrave, varnish, make clocks, tailor, cook, or build a house, is not long out of employment. If he can do either of these things well, and is willing to work, he need never walk the streets seeking for work and not find it.

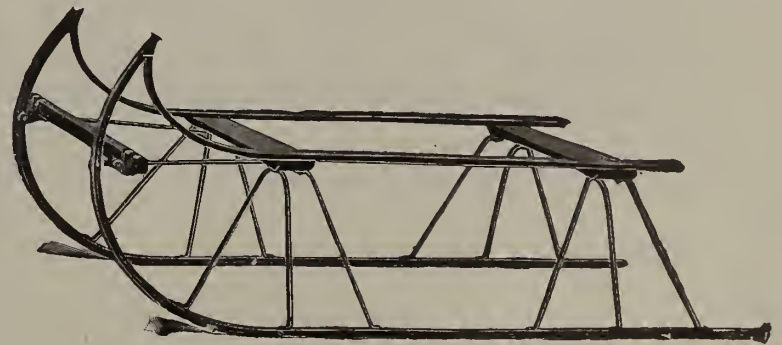
Often in prosperity prayer is most needed.

The KAZOO Cutter Gear

This is a strong and well made Cutter Gear which takes any buggy body up to 28 inches wide.

10 to 15 minutes' time (and a monkey wrench) will convert a buggy into a cutter by using this Gear.

It is a finely finished Gear, painted red and neatly striped. Weight, 50 lbs.; freight on two no more than on one. Shipped in the knock-down. Try two, then send us your order for more.



We wish our numerous Customers
a Happy Christmas
and a Bright and Prosperous 1913

D. Ackland & Son, Ltd.

73 HIGGINS AVENUE, WINNIPEG

Ancient Advertisers

We regard advertising at the present day as a comparatively modern science, and whole books are written which endow the art of advertising with more "isms" and "ologies" than can be found in the arts course at any university. Yet, if we go right away back, not a few years, but a few thousand years, we find that an ancient Egyptian king—Rameses the Great—was about the most successful and enduring advertiser in the world.

The full page ads. we compose now-a-days will never make history. In a week or two, we ourselves forget them, but old Rameses took no chances, he left his ads. so that they would catch the eyes of humanity thousands of years after he lay peacefully in his mummy case beneath the Great Pyramid.

Let us consider some of the temples that Rameses built, also some other colossal ads. left by ancient Egyptians.

First and grandest were the marble temples on the east bank of the Nile, towards the rising sun in the part of ancient Thebes, now known as Karnac

and Luxor. Then on the level ground of the western bank and also near the Royal Tombs in the Theban mountains were the mortuary temples in which large congregations could assemble. It is distinguished by remarkable Osiris pillars which represent Osiris, the Sun God, as a mummified deity, forming part of the column.

The fascinating and original Temple of Der-el-bahri was erected 100 B.C. by Queen Hatshepsu, who was the "Queen Elizabeth" of those early days in Egypt. This brilliant and gem-like temple set in the mountain side rose in gleaming terraces, carved out of the living rock, and on its walls may be seen today pictures of the pursuits she loved. This belongs to the class of rock-cut temples of which the chief is the stupendous creation of Rameses the Great, known as the Great Temple of Abu-Simel. These temples were formed not of quarried and shaped stones, but were themselves quarried and shaped in the living rock. Then there are the Mammeisi Temples, which are historically important

as the probable prototypes of Greek Temples. They have a small cell, known as the birth-house, and sacred to the mysterious rites of the Goddess Isis.

The Temple of Ammon, which was being built between 2500 B.C. and 323 B.C., surpasses all others in grandeur and magnificence, with its six pairs of pylons and all the additions of successive kings. The long history of its construction much resembles that of a mediaeval cathedral. Wherever we turn amongst these additions and enlargements the mark of the great advertiser Rameses the Great is over them all. He was the greatest advertiser of his age, and his advertisements have lasted to our age.

Explosion-Proof Motors

The use of electric motors in coal mines has always been attended by a considerable risk on account of the possibility of sparking in the motor, which would lead to an explosion of the fire damp, if such be present. On account of this "explosion-proof" motors have been designed.

The term "explosion-proof," as applied to an electric motor, refers to a motor inclosed by a casing so constructed that an explosion of a mixture of mine gas (methane) and air within the casing will not ignite a mixture of the same gas surrounding the motor. There are two classes of motors so constructed: First, a totally inclosed class built strong enough to withstand high internal pressures and so designed that the efficiency of all inclosing covers can be satisfactorily maintained; second, a class provided with relief openings or valves designed to relieve the pressure of an explosion within the motor casing and to cool any products of combustion discharged through the valves.

A satisfactory motor of the first class is much more expensive to build than an equally safe motor of the second class. For this reason, attempts to make motors explosion proof have been confined chiefly to motors of the second class.

The function of explosion-proof devices for electric motors is to reduce below the ignition point of gas (methane) the temperature of any flames that may be discharged from the motor casing. The temperature reduction is effected by removing the requisite amount of heat from the flames during their passage through the devices. Various

plans have been proposed and developed for thus removing heat from the products of explosion. The principle of the Davey safety lamp has been the basis of most of the protective devices designed for explosion-proof motors. The application of this principle consists in causing the discharged gases to pass over or through metallic plates or screens which, by conduction, remove the heat from the gases. In some types of devices the cooling effect of expansion is also utilized.

A New Priming Device

Relief from that annual winter nuisance, the difficulty of starting automobile engines in cold weather, is offered this season in several forms.

A new type of priming device which has just been brought out by the Champion Spark Plug Company, will doubtless attract consideration from car owners everywhere, because of the simplicity of the device.

It consists of a priming plug, which has on one side an individual channel for gasoline which is reached through a needle valve having a hollow top.

When the needle valve is turned back a few threads, and this can be done easily without removing the heaviest gloves, a few drops of gasoline are injected and the valve closed again. The gasoline flows down its own channel to the plug's base, where it vaporises right beside the firing points.

Being separated from the porcelain by a shell of steel, there is no opportunity for the gasoline thus used to reach either the porcelain or the spark points, and, therefore, these parts cannot become foul or covered with soot.

Neither can there be any danger to the porcelain, should the car be started without closing the needle valve, as any blast from the hot exhaust will be kept away from the porcelain.

It is claimed, and very reasonably, that these priming plugs are not only fitted with priming caps, but they will be found of great value even to cars having such devices.

The reason for this is that priming cups are usually situated some little distance from the firing points and under the best of conditions are not so sure of creating vaporization close enough to the plug's base to insure igniting the charge.

"FLOUR CITY" TRACTORS



Which is the Best Tractor to Buy?

It is not a question of a tractor for the least money, but one that is DESIGNED AND CONSTRUCTED on lines that have proven to be best adapted for general farm work.

The "FLOUR CITY" was the first gasoline tractor in the field, consequently was not guided by the experience of others. Its tryout and development was in our own field where it was subjected to all the varied conditions incident to general farm work.

The "FLOUR CITY" is not built with a view of underselling the other fellow. Our POLICY is to build the BEST regardless of COST. We manufacture only one line, and concentrated efforts in one direction have placed the "FLOUR CITY" in a class by itself.

We make no claims the "FLOUR CITY" cannot fulfill. ITS SUCCESS is due to MERIT alone, and ITS RECORD is open to the WORLD.

If interested send for catalog

830 44th AVENUE NORTH

KINNARD-HAINES-CO-MINNEAPOLIS-MINN.

An Italian Motor Exhibition

At Parma, in the Italian district called Emilia, an international exhibition of industrial motors will be held from June to October, 1913.

This competitive exhibition will be under three heads: (1) An international competition of motors for deep plowing. (2) An international competition of internal combustion engines burning heavy oils. (3) A national competition of internal combustion engines using petroleum and gasoline as fuel, and adapted for agricultural purposes.

In the first section there will be three contests, according to the depth plowed—8 to 10 inches, 12 to 14 inches, and 16 inches or over. In the other two sections, for engines, the trials will cover six hours at full load, six hours at half load, and three hours free running. Applications by firms who desire to enter engines should be made by March 31, 1913, to the Italian Touring Club, Via Monte Napoleone 14, Milan.

Dry Farming in Egypt

Dry farming is essentially associated with the agriculture of Egypt from the earliest recorded times. In all the history of that country it has had no significant rainfall and has been dependent upon the annual flood supply from the River Nile, the valley of which is the only land really possible for cultivation. For two months previous to sowing, the land is heavily saturated, and gets no more water thereafter. According to this method the cotton fields are not watered for from 127 to 137 days. The essential principles which are recommended for dry farming at the present time are practically identical with those which were employed for cotton in the early days of the introduction of commercial cotton growing in Egypt. The soil, in the first instance, was thoroughly plowed and aerated, and was then tilled so that the particles were finely and loosely separated. The pulverization of the soil enables the water of the lower levels to rise towards the surface by capillarity at a much slower rate than it would do were the particles more closely compressed. The system is doubtless of the greatest antiquity and has only been improved recently by the adjustment of the water supply by the Irrigation Department. The water of the Nile is run into basins and the silt is deposited

upon the land when the water itself has all drained away. These irrigating basins are filled as early as possible in the flood season and are permitted to drain away in from thirty to forty days so that the cultivator may have plenty of time to plant his winter crops. As the water recedes, the seed is usually broadcasted on the wet soil, or if sown later upon a drier surface the plow or the hoe is used to cover the seed. No further attention is given to the crops until the harvesting season, and the land dries up so that it often cracks to a depth of six feet or more.

By the dry farming method the assimilation of plant food is a slower process for the plant than where copious water is applied, but in the latter case the use of the useful constituents are frequently washed away before they can be utilized.

To a great extent the employment of original, deep plowing, followed by frequent light cultivation, could be adopted with perennially irrigated lands; these lands could be watered less copiously and more often thus the injury to crops by water-logging need not occur.

When Business Comes Second

In a small South Carolina town that was "finished" before the war, two men were playing checkers in the back of a store. A travelling man who was making his first trip to the town was watching the game, and, not being acquainted with the business methods of the citizens, he called the attention of the owner of the store to some customers who had just entered the front door.

"Sh! Sh!" answered the storekeeper, making another move on the checker-board. "Keep perfectly quiet and they'll go out."



The Avery Selling Policy for 1913 on Tractors and Plows will be Sold on Approval and Fully Guaranteed

And This Means Exactly What It Says

SOLD ON APPROVAL

It's simply like this as we see it:

If an Avery Outfit pays you, it will pay us.

If you can't afford to have it, we can't afford to have you have it.

That's the long and short of it, and that's why we have adopted the "Sold on Approval" policy.

This new selling policy on Tractors and Plows is right in line with the general Avery policy of "Dealing with the customer on a basis of mutual benefit."

We believe that the average man is on the square and we are willing to trust his fairness.

FULLY GUARANTEED

And we not only sell on approval but after the machine has been accepted we continue to back it up with these strong guarantees.

WARRANTEES ON AVERY GAS AND OIL TRACTORS

We guarantee against breakage for a period of one year following date of purchase, all gearing and shafting, including crank shaft, broken during any usual use of the tractor, and will replace any broken parts free of charge.

Avery Tractors are guaranteed to develop more than their rated horse power, either in the belt or on the draw bar.

WARRANTEES ON AVERY "SELF-LIFT" ENGINE GANG PLOWS

All castings and shafting on Avery "Self-Lift" Engine Gang Plows are warranted against breakage for one year from date of purchase and if broken will be replaced free of charge.

We guarantee an Avery "Self-Lift" Engine Gang to plow cheaper and faster than any hand lever plow of its size built and, in addition, to save hard work.

And besides all these, we also give you this broad, sweeping general warranty.

Furthermore, if any purchaser of Avery machinery prefers the form of warranty adopted by any other manufacturer of this class of machinery, we will allow him the privilege, when placing the order, to substitute such other manufacturer's form of warranty for ours, and such purchaser is hereby authorized before signing the order, to write across the face of the warranty in our order blank the following.

"This order is given with the understanding that the warranty and all conditions of (insert name) Company are substituted in place of the warranty printed herein."

No such a selling policy backs up any other make of tractor and plow. Nowhere else do you get such Sold on Approval Terms and strong guarantees. No other company stands behind the work of their machines like this.

Think these things over carefully. Wouldn't it be a good proposition to sell a machine that is backed up like this? It's certainly a proposition you can't afford not to fully investigate. Write at once for a catalog of the Avery "Light-Weight" Tractor and No-Man "Self-Lift" Plow.

Manufactured by AVERY COMPANY, PEORIA, ILL., U.S.A.

Western Canadian
Representatives

HAUG BROTHERS & NELLERMÖE CO., LTD., WINNIPEG

Distributing Warehouses: Regina, Calgary

Success in Retailing

At the fourteenth annual convention of the Tri-State Vehicle and Implement Dealers' Association, held in Cincinnati, October 14-19, some excellent speeches were made. Particularly good was the address given by E. I. King, of Logan, Kansas, who dealt with the reason why some dealers are not successful in the implement business.

Among other interesting comment, Mr. King said: "To many implement dealers, when a business depression is on, and to some of us, a crop failure with it, our business does not have that rosy hue that prosperous times puts on it, and in many instances it requires a well balanced man to weather the trials and disappointments of such conditions. Then in prosperous times if our heart is not in our business, it is liable to become irksome and we will lack that enthusiasm so necessary to success.

"Know your business. If you have a big business, you have a lot to know and keep track of. If you want to get a big business, the a b c's must be mastered first.

"I will take this occasion to speak of the trade journals as a factor in our business success. There are so many of them and so many of them are so good, we are at a loss to know what to do. If we attempt to read them all, we would never get to church, and to read a little in each one is not the correct thing. I have decided to not attempt either one.

"It is absurd for a merchant who expects to make a success of a business in trying to sell his customer a gang plow when he has five different makes on his sample floor. The dealer may be prejudiced in favor of one or the other of these gang plows because he has a larger stock of that particular plow on hand than he has of the others, and in his natural effort to sell that plow he leaves an unsavory impression on the farmer's mind, because the farmer naturally feels that the dealer who does not give an honest representation on all the goods he is selling cannot of necessity give him honest service, and his statements must, therefore, be taken with a greater or less degree of suspicion.

"One of the greatest n stakes we make is over-buying, and I regret to say one of the biggest fights we have to make is against our best friends—the jobber and the manufacturer. It is hard for many of us to say 'no' when we are importuned to add this to the order, and that to it, and so many more of this, and so many more of that, just to make up a shipment. Many is the time I have had the cold chills run up my spinal column as I saw the piles of machinery unloaded in our buildings and thought of the time when these same people would put a little different tone to their requests. I will take the liberty of offering a suggestion that will reduce this overstocking, if you have the courage to say 'no' when you have enough. It is, by confining your business to one line as far as possible. Now, there are several good lines of plow goods, and a lot of good wagons, myriads of buggies, and you cannot corner them all—there's no use to try. Take the line you think the best and stay with it. There will be fewer fellows after you at settlement time.

"If the crops fail, and you have made an honest effort to make good, and haven't too many goods, or built a residence larger than your business house, or taken on some side lines, and have kept your stock well cleaned and well housed when out of season, and have it properly insured, and have the cash or good notes for what you have sold, it is pretty easy to get two or three implement jobbers to do the

'good fellow act' and take care of you, but when you have a dozen or more to satisfy it can't be done."

Hard Times and Savings

At the present time we daily listen to the wail that goes up against the cost of living. From the standpoint of the high cost of living and extravagance, it is interesting to scrutinize the figures in relation to this, as shown in the United States during the last nineteen years.

During the five years following the panic of 1893, cost of living declined and extravagance was restricted, and savings deposits increased only \$226,000,000, or 13 per cent. But in five good-time years, 1902-1907, though cost of living mounted and extravagance flourished, savings deposits increased over \$900,000,000, or 34 per cent. The panic of 1907 lowered food prices and discouraged extravagance; also, it caused a decline in savings deposits. With 1908 cost of living rose and extravagance reappeared, but in the three succeeding years savings deposits mounted more than \$700,000,000, or 21 per cent.

Any one who tells you that hard times are good for a country because they lower food prices and teach people to save is drawing on his imagination for his facts.

The true diplomat is the man who has advanced more than others in the gentle art of getting along with his fellow men.



THE LINE THAT WINS TRADE YOUR WAY

This is the best time of the year to sell BT Litter Carriers. The selling season is on right now. Thousands of BT Litter Carriers are being sold this winter—and a good substantial profit on every sale. Write us to-day. Ask us about our lines, our methods, our business. Fair, square treatment, and exclusive sale territory. We want a dealer in every town.

THE BT LITTER CARRIER

Every farmer needs one. There are dozens of farmers around your town who will buy readily if you get after them. We're conducting a big advertising campaign to create dealer-demand. We're getting lots of enquiries from your district. We'll turn

them all over to you—if you take up our lines—and send you salesmen to help you clinch the sales. Our goods sell to the best farmers in your district and bring you in touch with their trade.

MORE BT LITTER CARRIERS HAVE BEEN SOLD THIS YEAR—FOUR TIMES OVER—THAN ALL OTHER MAKES PUT TOGETHER. WHY NOT GET SOME OF THIS TRADE? DROP US A POST CARD TO-DAY. WE WANT YOU TO HANDLE OUR LINE IN YOUR TOWN.

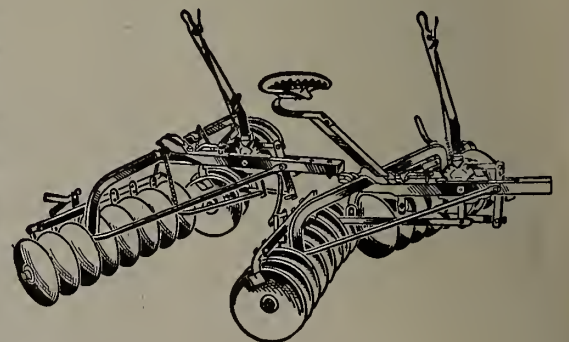
BEATTY BROS. LTD.

**331 Pacific Avenue
BRANDON, MAN.**

Our line includes: Hay Carriers, Steel Cow Stalls and Stanchions, Litter Carriers, Horse Stable Fittings, Ladders, Grain Grinders, Pumps, Washing Machines. Please ask for Catalogs.
REMEMBER! WE PROTECT OUR DEALERS.

The "Bissell" Double Action Disk

is a two-in-one Implement. This Harrow is both In-throw and Out-throw. By hitching 4, 6, or 8 of the Bissell Disk Harrows together in a group, you can have a double action outfit for engine power and disking on a large scale. The gangs are flexible on the Bissell Harrow and are not too long to fit the hollows made by heavy Engine Drive Wheels.



These same Harrows may be used for double action or single disking with horses.

The "Bissell" will make a proper seed bed for you.

The Bissell 28 plate Disk is a wide sweep, 4 gang, flexible Harrow, covering 14 ft. wide. It is nicely handled with 6 horses and is a favorite with many farmers.

For further particulars write Dept. E.

Manufactured exclusively by

T. E. BISSELL COMPANY LTD. - Elora, Ont.
Write to any of the John Deere Plow Company's Branch Houses

Personality

There is no more potent factor in the business world than personality. It simply means the make-up of a man, whether he is pleasant or unpleasant, courteous or surly. Personality is the sensible evidence of the virtues or shortcomings which make for success or failure. It is that indefinable something that means that a man either attracts or repels you. We sometimes find quoted the phrase that such and such an individual has "no personality." That, however, is wrong since every human being has some sort of a personality, either positive or negative. It may be attractive or may be repulsive, but it is personality of some kind. A man's success in life often depends upon his analyzing his own personality and by eliminating all that tends to be hurtful. The positive virtues have to be cultivated, the negatives have to be destroyed. Personal appearance has little to do with personality. You will find that some of the homeliest men in the history of the world have been famous figures in history. Again we can meet men at the present day with the classical contour of features usually assigned to a Greek god, but whose brains are more or less a vacuum chamber. Also we meet men who have got a jaw like the stem of a battleship, yet who have not got the will-power of the average ape. Yet men usually associate a square jaw with determination.

We find that the world likes optimism, and that the whining individual is always shunned. If a man has troubles, and most of

us have, it is best to lock them up and to meet your customers with a smile. It is good business policy to look on the pleasant characteristics of every person you meet. If you consider the unpleasant side of their personality, your thoughts will give an imprint to your countenance that assuredly will not add to your sales. We should all endeavor to look at things from the other man's standpoint. Consider his argument from his point of view and be interested in his affairs instead of forcing him to listen to yours. Instead of boring him let him weary you—that's what you are in business for. Nothing makes a man so interested in you as the belief that you are interested in him. The really big men of the world are usually easy to meet. It is only the self-conceited individual of small business importance who is hard to get at. The really important man has cultivated a pleasing personality and has learned the art of putting everyone at ease. This is the secret of success in the selling of goods. Competition grows more keen every year. The public do not necessarily have to buy from you; there are other stores. Consequently personality is a great factor in building and holding trade, and lack of it usually means that you lack customers sooner or later. A grouch is no good as a salesman though he may know his line thoroughly. He lacks the personality for making sales, and a sad and gloomy physiognomy is no factor for filling an order book. A man must look into his personality without

flinching; he must honestly appraise his own value. The man who has personality has faith in his fellow men and faith in human nature.

Some implement dealers allow other people to dictate to them how to run their business. They are foolish, since, as dealers in their territory, they should be the best salesmen there. They have the advantage, by acquaintance, over salesmen who are strangers in the district, and the dealer with enthusiasm and ambition should need no man's help to do his selling. He should not only manage his selling staff, but should be as good or a better salesman than any of them, and by cultivating a pleasing personality should make success doubly sure.

Plows and Hitches

Speaking at the Tri-State Implement and Vehicle Convention on the question of a dealer's capacity for advising farmers regarding implements, Mr. N. I. Nealin said:

"On a walking plow if you wanted to go deeper you would naturally hitch your clevis higher. If you wanted to go shallow you would hitch lower. It is right the reverse on the wheel plow. A

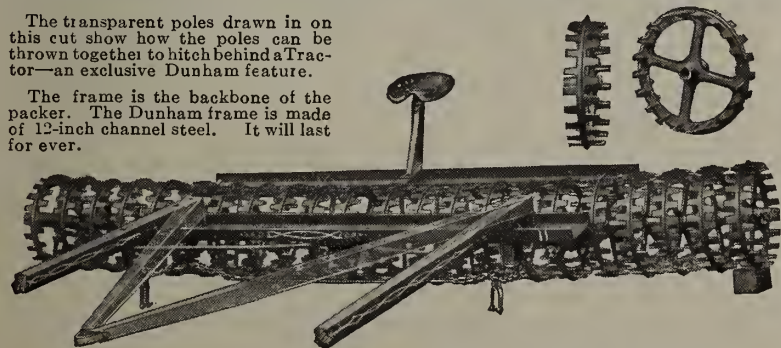
farmer comes in complaining about his wheel plow not going into the ground. He would naturally hitch higher. With a wheel plow the principle is the opposite of that. If you hitch high you simply hike the back of the plow and kill your suction. To get suction on a wheel plow hitch lower and further away. Don't lose sight of the fact that the average farmer hitches too close to the walking plow and to the wheel plow, especially the wheel plow. Ninety per cent of them hitch too close to their wheel plows, and that is something you want to watch. Every dealer should be able to go into a field and operate the goods he is handling—in other words, to treat the manufacturer whose goods he is handling in the proper way, he owes it to himself and he owes it to the farmer. If he is not able to go into the field to make simple adjustments, he puts the company whose goods he is handling to a great expense; also gives himself extra expense. It is cheaper for him to drive out into the country and make a few adjustments than it is to have to telegraph or telephone for an expert."

The essence of friendship is unselfishness.

THE Dunham Canadian Soil Packer

The transparent poles drawn in on this cut show how the poles can be thrown together to hitch behind a Tractor—an exclusive Dunham feature.

The frame is the backbone of the packer. The Dunham frame is made of 12-inch channel steel. It will last for ever.



A Big Money Maker for Live Dealers

Write for special circular and money making proposition to dealers in open territory.

The small cut shows the wheel used on the Dunham Canadian Soil Packer.

ROBERT E. BROWN, Sales Agent

102 & 103 Donahue Block

REGINA, SASKATCHEWAN

Stock carried at Winnipeg, Regina and Saskatoon

Winning The West!

The Stewart Sheaf Loader did just that, and in a single season. It does the expensive work of picking up grain, either bound in the stook or loose on the ground, and loading it on to wagons. It does this work quicker, cheaper and better than pitchforks.

We are heavily advertising all over the West, telling prospective buyers what it has done for men who have used it. The

Stewart Sheaf Loader

appeals to farmers and threshermen, as a machine that will overcome to a great extent the annual fall drawback of poor help and an insufficient supply of hands.

Some of our dealers sold as many as twenty-five machines last season and, as each sale involves a considerable sum of money and nets the seller a good profit, some handsome earnings were made by our agents during the past season. More than that, the sale of a Stewart Sheaf Loader has gained for the dealer the permanent good will of the buyer and has paved the way to future transactions and further profits.

Booklet sent free anywhere on request.

Stewart Sheaf Loader Company, Limited

804 Trust and Loan Building

::

Winnipeg, Man.



Dealing in Dynamos

Many up-to-date dealers today in small country towns wherein no town power plant is installed, find it a most profitable line to handle electric lighting plants of a small capacity.

Many dealers fight shy of the dynamo and storage battery. They imagine that electrical machinery is one of the most mysterious things on earth, whereas, if they would only take time to read a few catalogs or a simple text book, they would find that intimacy with electric lighting removed a great deal of its mystery and at the same time make it look a feasible line to deal in. In a country district the prospects for small lighting plants is almost unlimited. Take away the opportunities of selling plants in the town, the well-to-do farmer is not slow in realizing the possibilities, the safeness and cleanliness of using electric light.

In the majority of the small towns in Western Canada almost the only place where we hear the cheerful chug-chug of a gasoline engine and the purring of a dynamo is behind the moving picture show where the local inhabitants spend their evenings and their dimes.

Apart from the opportunities of selling such plants in town, the dealer has a big prospect in the farmer. It is hardly logical to think that a man who has well-stocked barns, and who has a well-appointed bath room in his home, also a gasoline engine around the farm, would be content to mess along with the old oil lamp system of lighting. No, he wants something good, something modern, and it is the dealer's opportunity to show him an electric light outfit suitable for farm use.

Much may be said in favor of gas or acetylene as illuminating mediums, but, as in cities, electric light has many advantages. You cannot shift around a gas jet, but you can place an electric glow lamp anywhere you may desire. Switches can be placed just inside the barn door so that the farmer has not to grope around for the gas jet or the lantern in the dark—barking his shins and destroying the purity of his language; matches are not required to light it. The factor of safety in electric lighting is a strong point in its favor. In a gas lighting system, even although handled with great care, there is always the possibility of

an explosion. Also, in the house and around the farm buildings there are places where it is far from safe to have gas jets or oil lamps to be lighted. In electric light we possess a very, very small risk of setting fire to anything.

In a well arranged farm plant there is a switch at the house which entirely cuts out the current leading to the barns and stables. This prevents any chance of fire by fused wires. But perhaps the greatest argument in favor of the electric glow lamp is that it does not consume the oxygen in the air. Barns, even the best of them, do not have any too good an atmosphere, and, at night when milking or cleaning is going on, the coal oil lamp or the gas jet are steadily consuming the oxygen in the air.

Scientists compute that a kerosene lamp consumes as much air as seven persons would. The burning up of the oxygen in the farm buildings means a less healthy atmosphere for the live stock to breathe.

The type of current for use in farm plants is a low voltage current; that is a current at a low pressure. The initial argument the dealer has to confront is that the farmer thinks the prime cost too high. Granted that the cost is fairly high, the cost of running is far less than that of operating a gas system or burning coal oil. At the present day, granting that the farmer has already an engine, he can have a plant operating about 30 lights installed for about \$250. Supplying a complete plant for about 20 lights, comprising a gasoline engine, dynamo, storage battery and a small switchboard, it will only cost around \$400. These prices, however, do not include the cost of lamps, fixtures and wiring. The latter operation is so simple that many farmers today do their own wiring, for the modern farmer must be a capable mechanic in these days of power machinery. All farm lighting plants have a set of cells or accumulators in which the current is stored, the procedure being to operate the dynamo during the day, charging these batteries with electricity to be used at night as required. The switchboard has a switch that throws the current either to the batteries or directly into the circuit, so, if desired, the engine can be run on and the house and farm buildings lighted direct. These storage batteries will supply, in

the case of a forty-light plant, light for about nine hours to eight lamps, the more lamps used reducing the time which the battery will supply light without recharging.

There are also on the market at present lighting plants for farms that are absolutely self-governing—that regulate themselves to the load and that require no attention whatever. These plants by a simple cell system can keep one or two lights burning when the dynamo is not running, although they do not have the more cumbersome attachment of a full set of accumulators.

On the hot summer days, the farmer's wife—cooking possibly—feels grateful to the light plant when she gets the cooling breeze circulated by an electric fan, and she can also use an electric iron, doing away with the need of a fire when ironing.

Of course, the dealer who sets about dealing in dynamos, while his own store is badly lit by a few oil lamps, resembles the shoe salesman who is miserably shod. He must light up his own store, and that, in a small community, is an advertisement in itself and will help him to sell outfits to others. Ordinarily, the dealer handles goods that render him no service once they are sold, not so the electric lighting plant, since it advertises him and gives him an increased opportunity for window display. A few years ago if the dealer talked gasoline engines to a farmer, the latter hesitated and thought that he was only a son of the soil and no mechanic. Now-a-days the majority of progressive farmers possess a gasoline engine. Even so, he will come to the true light with regard to installing an electric lighting plant. It is pretty certain that once the dealer installs one or two plants in the neighborhood, these plants will sell more. It is the selling of the first plant that means the job, and the dealer is best to show plenty originality in his own store with regard to the adaptations possible with electric lighting.

A Pioneer Retires

Forty-two years of selling implements and machinery in Western Canada is a record of which any man should be proud. Since 1870 our old friend John MacVicar has been engaged in the implement selling business, and now he retires from the game that he may have a well-earned rest. For the past sixteen years John

has been connected with the Sawyer-Massey Company as a travelling salesman, and his cheery personality is inseparable from the exhibits of that concern at the various summer fairs throughout the West. On the 4th December, Mr. MacVicar left for Victoria, B.C., to which coast city his family have preceded him. Before he departed he was accorded a farewell reception by his fellow employees of the Sawyer-Massey Company; and the office, field and warehouse staff, as a farewell token of their regard, presented him with a solid gold watch, chain and locket. J. Clark, one of the travelling salesmen of the Sawyer-Massey Co. made the presentation, and in reply, Mr. MacVicar made a reminiscent speech recalling some of the hardships of transportation, the difficulty of obtaining good rooms and plenty of heat during the pioneer days of the work in this country. During the past few years Mr. MacVicar has purchased considerable land in Western Canada, and in his retirement our best wishes follow him and we trust that he may enjoy a well-earned rest for many years to come.

A Dealer's Banquet

The Winnipeg Wholesale Implement Dealers' Association will hold their annual banquet in the Grange Hotel, Winnipeg, upon the evening of Friday, December 13th. Although neither the day nor the date are propitious, according to those who hanker over things superstitious, yet implement dealers have no qualms regarding grisly prophecies and myths, and they shall set about thoroughly enjoying the evening. The company will wend its way to the Orpheum Theatre where, for a little time gang plows will be forgotten, and grease paint will be triumphant; the cultivator will fade into oblivion. Thereafter the banquet will take place.

A little boy had eaten too much underdone pie for his Christmas supper and was soon roaring lustily.

His mother's visitor was much disturbed.

"If he was my child," she said, "he'd get a good, sound spanking."

"He deserves it," the mother admitted, "but I don't believe in spanking him on a full stomach."

"Neither do I," said the visitor, "I'd turn him over."

On Lines

Did you ever consider that little word "lines"? As a word, there is little enough about it, yet it has a wonderful power of expression. For instance, the straight line has a wonderful theme woven about it. It is the shortest possible distance between two points — that's what Euclid said — but it is a whole lot more. In building great edifices the straight line is very much akin to human character. Everything that is crooked falls, but the straight line is strength, symmetry and reliability. Can you recall anybody who did not lead the straight-line life who benefited by the crooked route in the end? I am afraid not. The lines of a man's contour, in the region of his lower vest, are usually a pretty good indication of his eating and drinking habits; the lines around his mouth and eyes are likewise stories of his character, passions or weaknesses. Every step we take in life, every decision for good or evil, is neither more nor less than the commencement of a line—and the end thereof decides whether the line is true and straight or crooked. The honest, upright man looks you square in the eyes, parallel straight-line glances that are good, but the crooked individual lets his eyes shift around until his look-lines are like jagged lightning flashes. Life is only a succession of lines of effort toward some given goal, and it all depends upon the character of the man if the goal be finally won. There is no reason in the navigation of a huge and powerful ocean liner why the course should not be in a straight line, granted a clear course. If the port of the liner is directly ahead to south-west the captain sets the wheel so that the stem is directly to that point of the compass. There is no reason why he should deviate from the straight course. Even so a man of strong character sets his course to a given point and goes directly to it. Yes, lines are connected with everything; we cannot evade them, they are found in character, in symmetry, in nature, everywhere. A line may be only a millimetre in length, or it may be the great track through boundless space to the very centre of the farthest away planet in the bowl of the Heavens.

If we accomplish to-morrow all that we expect to accomplish, the day-after-tomorrow will be a holiday.

A Dealer's Dirge

Now, speakin' in a general way,
I hanker after friendly things,
I like companionship and say
That friends to me enjoyment brings.

I sits among my plows and pumps
And think how men should brothers be,
To help their friend when Fortune
bumps
The slats from off his bank a/c.

When farmers cannot meet a note,
With patience I can face the fact—
Has he no faith a man's a shoat
Who would not do this kindly act.

And, even so, when comes the time,
That I must settle my own bills,
To customers I do not whine,
Nor cusses aint my verbal frills.

Yet there's one thing that gets me sore,
Clean mad, and riled from head to toe,
I cuss till breathless—then cuss more—
What do you think, then, makes me so?

Its just the crazy farmer fool
Who stores his implements with care,
Who wipes and greases every tool,
And polishes each rusty share.

For implements were made to use
To wear out quick, and then replace.
Its thinkin' on the trade I lose,
Makes friendship seem to me disgrace!
—S. Orehed.

Fables for Farm Implements
(not by Aesop)

A Certain Implement Dealer
sat by a Western Trail and
Wept Copiously.

He was Perceived by an Aged
and Kindly Coyote, who gently
Enquired the cause of his Liquid
Lamentations.

"I am Desolated," replied the
Dealer, "because I seem to In-
variably Stock Too Much of the
Wrong Thing, and have none of
that which My Customer de-
sires, when he Shows up."

"Thou art," crooned the Coy-
ote, "like a Certain Farmer's
Wife, who set an Ancient and
Trustworthy Hen upon many
eggs. During my Gastronomi-
cal Investigations, I encount-
ered this Productive Biped, who,
Unfortunately, had with me a
Difference of Opinion. Never-
theless, she departed from the
Eggs—along with Me. The
wife of the Farmer, having no
other Hen, placed upon the
Eggs a Domesticated Duck. The
Chickens having Hatched, show-
ed a Natural Disinclination
when the Duck led them to the
Water. Therefore, that they
might be Obedient, she threw
them in, drowning the Whole
Bunch. Seeing this the
Domesticated Duck was greatly
Grieved, and could not under-
stand this Phenomenal Occur-
rence.

Later on, She hatched Young
Ducks that went swimming
Without Coercion. This simply

Increased the Mystification of
the Duck, but the woman, hav-
ing Wisdom, set that Duck on
no more Hens' Eggs."

Having said this, the Kindly
Coyote drifted across a coulee
and Disappeared.

Moral: A Duck has only
Duck-Sense, but an Implement
Dealer should have a Little
More.

Increased Automobile
Production

As a mere indication of the
mammoth size of the American
automobile industry, if not as a
point of interest to all interested
in the modern motor, we quote a
few figures regarding the output
of American factories for 1912,
and their intended product for
1913. These statistics practically
show that the output of Amer-
ican automobiles will be doubled
during next year, a greater in-
crease in one year than has been
made in the past ten years.

Statements from 109 automo-
bile manufacturers, whose output
for 1913 will be 564,650 pleasure
cars, show that if manufacturers'
expectations are realized there
should be a 1913 output of
600,000 cars.

There are 31 large factories
and 37 small ones which did not
estimate the cars they purpose
erecting, according to an enquiry
made by the "Automobile Trade
Journal."

Apart from such manufacturers
as do not give estimated outputs,
we give the figures given by the
largest factories, figures which
they are fully capable of meeting
in their production for next year.

We quote the 1912 output, the
intended output for next year,
and the name of the company.

	1912	1913
Ford	75,000	200,000
Studebaker	40,000	50,000
Willys-Overland ..	25,000	40,000
R. C. H.	15,000	30,000
Buick	19,000	25,000
Cadillac	12,000	15,000
Hupp	10,000	15,000
Oakland	6,000	13,000
Regal	8,500	10,000
Metz	5,000	10,000
Little	—	10,000
Chalmers	7,500	8,500
Mitchell	5,000	8,000
Imperial	1,100	5,300
Jackson	5,000	5,000
Krit	5,000	5,000
Marathon	2,500	5,000
Paige-Detroit	2,000	5,000
Briggs-Detroit ..	1,000	5,000
T. B. Jeffery Co. .	3,500	4,500
Velie	2,200	3,500

Carter Car	2,500	3,500
Abbott	2,700	4,000
Moon	1,200	3,500
Lozier	1,500	3,300
Apperson	1,800	3,000
Cole	2,500	3,000
Lion	1,500	3,000
Pierce-Case	3,000	3,000

Totals 267,000 499,100

Natural Monopolies

Twenty-five years ago American
cities still believed in competing
public utilities. It was thought
that if a city had two or three
gas, electric light or street car
companies, the theory of com-
petition kept prices down. Now-
adays nobody believes in compe-
tition in those things, and advocates
of competition as a general
regulator seek to except certain
things from the general rule by
calling them "natural monopolies"
—meaning that the waste of
competition and the benefit of
concentration have been proved
by experience in this particular
field.

Most of us today have come to
regard railroad transportation as
another natural monopoly. We all
know that for years there has
been no competition among rail-
roads as to rates, which are fixed
at a uniform schedule by agree-
ment among the roads.

This, of course, is contrary to
law, yet no one seeks to prevent
it because we all realize that
actual rate wars between differ-
ent companies would amount to a
calamity.

The government of the United
States, although it attacks in-
dustrial combinations right and
left, makes no attempt to force
the railroads into rate competi-
tion. It satisfies itself that the
rates agreed upon are reasonable,
and that the public are content.
Both as to railroads and to public
utilities, combination and co-
operation are universally regarded
as natural and beneficial.

It is only in manufacturing and
merchandising that concentration
is regarded as unnatural and
baneful.

Even in those fields competi-
tion is slowly breaking down.
Pure-food laws, for example, are
an abandonment of the old
theory that competition among
manufacturers will secure to the
consumer the best goods at the
lowest possible price.

We shall yet realize that com-
bination and co-operation may be
as useful and natural in any
business as in gas manufacturing,
electric lighting and railroading.

Balance Up!

We are rapidly nearing the end of another year, and, so far as Western Canada is concerned, a year that ought to be a good one for the retail implement dealer.

As the end of the year approaches, every dealer should make an effort to get all outstanding accounts balanced. If it is at all possible, the dealer should try to collect every possible outstanding account. No man should willingly enter next year with his books in a mess of unpaid accounts.

Of course, the fact remains that some accounts will have to be allowed to run over, but the vast majority should be possible to collect. Therefore, the sooner the better that the dealer gets busy and rounds up the customer who has forgotten about that little account.

Some people designate some types of retail dealers as "close collectors," yet there is no doubt about it that the retail dealer who does watch his collections is the man who stands a good show of succeeding in business. Such a man invariably retains the respect of the community, and he holds the trade of those customers who are really desirable to deal with.


When a certain class of people find that a dealer is easy so far as credit is concerned, they will, nine times out of ten, beat him out of what is his lawful due, if it be possible, and, unfortunately, they too often succeed.

Greeting, Brothers All,

Shortly after this number of our journal is in your hands we shall have reached another Christmas season, another milestone along the road.

Christmas, as a season, has two sides—the joyous and festive, and the reminiscent. We cannot help, as we approach the death of a year, but look back through its welfare or otherwise. Again, beyond all, Christmas is a time of joy, of happiness, of thankfulness. With those that we love around us, with the glowing Yule Log and the happy laughter of youth, even though we feel that the years are slipping away all too fast, we cannot but be happy and at peace with all men.

Canadian Farm Implements is at the end of its eighth year as an implement journal, and as the year ends it brings with it the heartiest good wishes of the publishers to all connected with the implement trade, to our sub-



THE OFFICIAL ORGAN OF THE
INTERPROVINCIAL RETAIL IMPLEMENT DEALERS' ASSOCIATION

A MONTHLY NEWSPAPER
 DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
 FARM IMPLEMENTS, VEHICLES, ENGINES AND MACHINERY

Established in 1904 and Published Monthly by
Canadian Farm Implements, Limited
F. D. BLAKELY, Manager
 822-3 UNION BANK BUILDING Telephone Main 518 WINNIPEG, CANADA

SUBSCRIPTIONS
 \$1.00 per year in Canada; Foreign \$1.25 per year. Single Copies, Ten Cents

ADVERTISING
 RATES MADE KNOWN ON APPLICATION
 Change of Advertising Copy should reach this office not later than the 25th
 of the month preceding issue in which insertion is desired.

CORRESPONDENCE
 Solicited on all matters pertinent to the implement and vehicle trade. As an evidence
 of good faith, but not necessarily for publication, every correspondent
 must sign his name. We reserve the right to edit all matter
 submitted but do not undertake to endorse opinions
 expressed by correspondents.

Member Western Canada Press Association
 Entered in the Winnipeg Post Office as second class matter

WINNIPEG, CANADA, DECEMBER, 1912.

scribers, our advertisers, to the publishers of other journals connected with the implement trade—to each and all we extend the hand of friendship, and wish again the good old wish—"A Merry Christmas."

Our territory is wide, far-flung; but away to the South, to the Great Lakes, over the rim of the western prairie to the mountains, we would fain meet you all individually were it possible; would like nothing better than a hearty handshake with you for the sake of Christmas and the Christmasses yet to come.

Such a personal greeting is impossible, yet we would that this cold print could convey to you our warm and heartfelt wishes at this season of peace and goodwill.

In the year that is drawing to a close we can all say that we have seen great strides in the implement business of Western Canada. The weather, while not all that could be desired, was propitious in most districts for the ingathering of goodly crops, and we firmly believe that 1913 will be a year of extension and activity in the implement world such as we have never seen.

Humanity owes much to the implement world, to the manufacturer and the dealer. Farm implements are the pioneers of civilization, and there is a wealth of romance in their wide-spread distribution if we but look for it.

Just a few words about ourselves, ere the year closes. Canadian Farm Implements during the past year has made an honest attempt to supply to the implement trade a journal that is interesting, instructive, and educative. We know that we have fallen far short of the high standard that we fain would attain, yet we have done our best; and if our readers are satisfied it is for us an increased incentive for next year. We will always welcome any suggestion from our readers for the betterment of our columns, and it is our intention and determination to provide a trade paper for our subscribers during 1913 that will be abreast of all that is newest and latest in the world of farm implements and machinery, full of live, snappy articles and forceful advertising matter.

But, apart from all that, for all our friends may this Christmas-tide be full of joy and happiness, a season that all can look back on with pleasure, when home life and happiness make the weary old world seem bigger, brighter, better, that we may go forward with renewed spirit into the year to come.

Again we extend our hand in friendship to you and yours. May your Christmas be replete with merriment, and the New Year one of Happiness and Prosperity.

Conceit is the superlative flatterer.

Taking Stock

The end of the year is the time when the retail dealer ought to have a thorough overhaul of his stock. In all lines of business activity stocktaking is proceeded with at the end of the year, in fact in many businesses it is found best to take stock twice each year, in June and in December.

If a business man wants to know how he really stands, and wants to know the absolute value of what he has got in stock on his premises, the only way he can arrive at a definite conclusion is by taking stock. Many dealers very foolishly argue that stocktaking takes up time that could be better employed; that if their employees are going around counting the number of this and weighing the quantity of that, they are only losing him good trade by not being able to serve customers as well. It is well to point out to employees that stocktaking is an issue that must be met with, a job that must be done, therefore, they must come back at night and go over stock during the hours when the store is undisturbed. The majority of large manufacturing concerns shut down their plants during stocktaking, or take stock during holidays, but in a small business this is unnecessary, and the best way is simply to do it by working late.

There is no logical argument in the man who persists that stocktaking is unnecessary. After a year's business the average man would be hard put to it to know exactly what stock of this or that he has on hand. There is nothing more foolish than the hit or miss policy so many employ, that when they find they have none left of a particular article they order some more. And, while they wait for the new supply to come along, they are losing both money and customers. A customer cannot wait if he can find the same goods in another store. The dealer should run his business on a proper business basis. If he knows he can sell so many post-hole augers, or so many sheets of galvanized roofing, in a year, he should see to it that he has a considerable quantity in excess of that number as his yearly supply, in order to cope with any increased demand. We have seen a man in the month of December who was absolutely out of all kinds of pipe connections, elbows, etc., while during the whole year a great deal of building and

plumbing work had been going on in the little town, and a great many well-drilling outfits had been in operation in the immediate vicinity. There is little excuse for this. The dealer of today has to look ahead and has to use his imagination. If he dips a little into the future and thinks on special developments that are going to occur in his community, he can foresee what will be needed, and by having the goods on hand can make money, and, better still, can earn a reputation as being a man who has a comprehensive stock where a customer can find what he wants. Such a reputation is no small asset in trade.

Yes, the dealer certainly wants to take stock so as to find out where he is dangerously near being out of certain parts. He also knows to a great degree of accuracy the value of the contents of his establishment, and by a simple business process, by valuing his buildings, store fixtures, etc., and balancing his books he can tell pretty nearly how much he is worth. Naturally there are always a few notes that don't just shriek that they are as good as currency, but, in the implement business, it cannot be said, as was said of a certain type of humanity in Biblical days: "Oh, ye of little faith."

The Owner's Salary

In studying the question of percentages of profits to be added in doing business at the present day, a great many men altogether neglect the factor of the salary due to the owner of the business.

Now, the owner of a business, employing all his time and talents in the pursuit of that business, is as entitled to a salary as any of his employees. A great many men think that this argument is entirely new, whereas, as a matter of fact, it has been advocated by writers on political economy for many years. It is, in fact, one of the fundamental theories of political economy. E. P. Smith, a noted expert in political economy, said, as long ago as 1853:

"The person who devotes his own physical and mental labor to superintending the transformations which his own capital undergoes, in the processes of growth, manufacture, or exchange, earns wages. They are not paid to him, however, in any distinct sum, or by any particular individual or number of

individuals, but result from the gross return in the whole course of his transactions. They may fail for a year, or even for a series of years, to be paid at all. To estimate what amount shall be referred to the head of wages, the capitalist or owner would consider the sum he would have to pay, upon the supposition that he should entirely abandon the care of his property to a manager. What would he have to pay an agent to secure the same skill, the same anxious vigilance and untiring pains, the same integrity to his interest that he can reckon on in himself? Nor is it simply the sum certain which would secure such services that he is to reckon as his own wages, for the latter are generally more or less uncertain. The problem is, what would the entirely competent and trustworthy manager demand, if the capitalist should make his salary contingent upon the success of his operations."

Christmas Thoughts

What have the long years brought us since first we bowed our backs to quarry from the living rock of the world about us, bread and a home where Love could smile beside the hearth, chiefly for Love's dear sake, for peace, and that we might win from men a little honor and respect?

What have the long years brought us? Not all that we hoped and prayed for, perchance, but bread and clothing, fire and a little roof-tree; the purchased soil for a quiet grave when all the Christmasses have passed for us, and, before that time, a little leisure to think of how Life has treated us and ours.

What have the long years brought us? Can we say that Hope, Ambition and Realization have come and gone from us forever? Or has Love not come to sit with us by the embers now that the years wax cold. Has ambition fallen from us that we become naught but working ants?

And those we knew away in that misty shadowland of Youth; this Christmas night can we recall the merry laughter and the happy voices of youth when Hope and Love made the sad old world a glorious temple. Perchance we grow gray and worn; perhaps the furrows deepen on our forehead where even the gentle hand of love could not erase their lines. Even so, to-night may our hearts be young and may peace lie softly within our souls.

What have the long years brought us? Experience, that savory salt, left where old tears have dried upon the shores of Time. Knowledge of our fellow-men and women, of all sorts and conditions, and knowledge to love them this Christmas night, all for the sake of a Babe who lay, very weak and very loveable, by His Mother, amid the soft breath of the kine one Christmas night long ago.

And with knowledge may we have Patience to bear what yet may be to come, and Courage to encounter all. May we have Fortitude to meet the end, and then, looking back, may all Life be sweet from our first smile to the last kiss of our lives. And after a little moment with Death may we find the Peace that is Eternal.

Let your Name Stand Out.

Hurrying into the car at the last moment, he plunged into a seat, opened a newspaper, and was soon immersed in its pages.

Suddenly he gave a start, thrust his hand in his coat and brought forth a memoranda book, in which he scribbled for a moment.

Then, with a look of satisfaction, he resumed his reading.

What was it that attracted his attention,—the announcement of a dividend, a creditors' meeting, or some personal item?—

An ad—

A little, appealingly constructed ad. on garden seeds, which emphasized NOW as the time to purchase.

And it jogged our friend's memory.

Effective publicity? Undoubtedly. But, for whom? Anyone who happened to handle seeds. The time had made an impression, but the place seemed immaterial, according to the ad. at the bottom of which appeared the dealer's name, in a sort of-shame-faced type.

If statistics could be gathered, how great a proportion of the average retailer's advertising would develop to have been a philanthropic effort for the benefit of all in the same line?

And, of what good is a telling shot, if someone else backs the game?

Profitable advertising, then, is constructed on the lines of a boomerang; not only must it make a hit, but return to the man who invested his money in it.

Personal

The Canora Mfg. Co., are erecting a plant in Canora, Sask.

The Springfield Machine Company will erect a factory in Basano, Alta.

A new company, the Twin City Separator Co., was recently incorporated in Winnipeg.

C. W. Parke, an implement dealer in Red Deer, is reported to have sold out to W. Hammond.

Joseph Allard has taken over the implement business in Mariapolis, previously carried on by A. Poirier.

A factory costing \$75,000 will be erected in Medicine Hat, Alta., by the Canadian Fireproofing Company.

A. Silcox, an implement dealer in Bridgeford, has let a blacksmith shop he owns to a smith named Brunner.

Peter M. Murdoch has sold out his implement business at Crandall to two implement dealers named Budd & Smith.

The business activities of Halbrite have been enlarged by the opening of the Halbrite Steel Tank Construction Coy.

E. M. Kerr has taken over the implement business at Crystal City, which used to be managed aforetime by Charles C. Corbett.

The Farmers' Hardware Company, a concern that did business in Coronation, have sold out to two partners named Short and Clark.

W. H. Schanfield has bought the implement business at Wetas-kiwin, formerly run by two partners named Atkinson and Tocher.

Two implement dealers, named Rhess & Cowan, have bought the implement business previously carried on in Dundurn by J. Parker.

The Cordage Company of England, capitalized at eight million dollars, will install a plant employing seven hundred men in North Battleford, Sask.

The estate of the Jas. Stuart Electric Co. Ltd., of Winnipeg, has been transferred, the stock being sold to the Canadian British Engineering Co. Ltd.

W. D. Graham, an implement dealer in Edmonton, has recently taken a partner into his business. The firm will now trade under the name of Graham & Anderson.

W. T. Irons, of the Cushman Motor Works, was in Winnipeg recently on business connected with his firm, the Cushman Motor Co. This concern manufacture a small-sized high-power

gasoline engine for attachment to grain and corn binders. This engine has sold well in Canada recently.

H. W. Hutchinson, vice-president and general manager of the John Deere Plow Company has just returned from a business visit to Moline, Illinois.

W. J. Thompson, who carried on a retail implement business at Munson, has taken a partner into the business. The firm will now trade under the name of Fletcher and Thompson.

Carl W. Beny, who used to run a general store and implement business in Irvine, has transferred his implement business to a dealer who rejoices in the name of McLaughton Weiss.

The implement business of Mayne Bros. at Pilot Mound, has sustained a change in its management. One of the brothers retires from the business, W. O. Mayne continuing alone.

Estevan seems to be going ahead as a business centre, since two large implement concerns—the International Harvester Company, and the M. Rumely Co.—are opening branches there.

I. J. Haug, president and manager of Haug Bros. & Neller-moe, Winnipeg, has just returned from a visit to Peoria, Ill., where he visited the factories of the Avery Company arranging for early shipments of tractors, etc., to his firm.

We regret to announce that W. P. Landon, local manager for the Cockshutt Plow Company at Red Deer, met with an accident the other day. While unloading a gasoline engine, it fell upon him, knocked him down and broke one of his legs.

Wm. Carr, who has been connected with the home plant of the M. Rumely Company, of La Porte, Ind., for some time, has been transferred to Toronto, Ont., where he will act as assistant superintendent of the Rumely plant located there.

Julius Zimmerman, superintendent of the Emerson-Brantingham Company's wagon factory at Batavia, Ill., died suddenly November 12, aged 56. Mr. Zimmerman went to Batavia about two months ago from Racine, where he had been located for a great many years.

We regret to announce the death of Andrew W. Stevenson, who was connected with the Gray-Campbell Carriage Company, of Chatham, Ont., for a period of twenty-five years. The deceased was local manager for the Toronto branch for twenty

years, and was well-known to the vehicle trade. He was only 48 years old, heart trouble being the cause of his demise.

Our old friend, John Rogers, of the firm of Glennie & Rogers, implement dealers in Macdonald, visited us lately while he was in Winnipeg. He reported business in the Macdonald district as being good, and money fairly easy in collections. This firm have done an excellent business during 1912 in the automobile line, in which they hold an agency for a well-known make of car. This is another proof that the implement dealer can handle many diverse lines to his own financial betterment.

L. L. Thompson has taken charge of the Canadian business of the American Seeding Machine Company, with headquarters at Winnipeg. Mr. Thompson has been here for a number of years, having been assistant to S. S. Bean, who recently resigned from the management of that business. We understand that Mr. Thompson will wind up the Canadian affairs of the American Seeding Machine Company, as that concern have made a selling arrangement in Canada for their goods with the International Harvester Co.

The Aspinwall Manufacturing Company, Jackson, Michigan, and Guelph, Ont., well-known as manufacturers of potato machinery, are at present very busy. They have a rush of early shipments to meet, unparalleled in the history of the company, and are to work day and night shifts throughout the winter. They have installed new gas light and furnace appliances, in addition to their own independent light and power electric plant. This company has a branch factory at Guelph, Ont., and do a large Canadian trade in potato machinery.

We regret to announce the death of J. A. McGill, police magistrate at Neepawa, who died in that town on November 20th. It was immediately after being presented with a public testimonial by his fellow citizens that Mr. McGill was taken seriously ill, and his decease is all the more sad from the fact that his wife had only died a fortnight before. He was for many years agent for the Massey-Harris Company at Neepawa, and was well-known to the implement trade, also having a great reputation as a live stock breeder. We extend our sincere sympathy to his family—two sons and two daughters.

A Wide Business Trip

Joseph Maw, the well-known automobile agent of Winnipeg has just returned from a lengthy visit to points in the south and east of the United States. While in New York he visited the New York Horse Show but was not greatly impressed therewith. He also visited the Land Show at Chicago, and, commenting on the latter exhibition said that exhibits were on view from Manitoba, Saskatchewan and B. C. Mr. Maw thought, however, that a little more might have been done had the Dominion Government collaborated with the various provinces, more space being taken and a complete ocean-to-ocean exhibit could have been put forward. He stated that while the grain exhibits were excellent, and the B. C. fruit of such a quality as to attract the general attention of all, the prairie provinces were short on all other farm produce save grains.

While on his trip Mr. Maw visited various automobile manufacturing concerns whose cars he handles. In every case he found that these factories were making special efforts and preparations for large and prompt deliveries for 1913. Having had disappointments in the past as regards prompt deliveries of autos, Mr. Maw pressed for prompt deliveries of orders so as to eliminate that disagreeable feature from his next year's business. The Joseph Maw Company have now got an order in for 500 Hupmobile cars, 100 of these being for immediate delivery and shipments are already arriving in Winnipeg.

The Paige-Detroit Company, of Detroit, Mich., assured Mr. Maw that the 1913 Paige-Detroit model is now being shipped and that he may expect a demonstration car during this month.

Mosaic.

The teacher asked, "When did Moses live?"

After the silence had become painful she ordered, "Open your Old Testaments. What does it say there?"

A boy answered, "Moses, 4000."

"Now," said the teacher, "why didn't you know when Moses lived?"

"Well, replied the boy, "I thought it was his telephone number."

The best family medicine is good example, taken in large doses.

Calgary.

A. W. Tricky, manager Massey-Harris Co's. South Alberta branch here was a business visitor to Lethbridge recently.

J. I. Atkinson, manager of the J. I. Case Threshing Machine Co. was to Winnipeg on business during the past month.

H. Stutter of Tudhope Anderson Co's. staff at Winnipeg, spent a few days of November in Calgary at the local office of the Company.

W. E. Hall, manager Cockshutt Plow Co. was a business visitor north as far as Edmonton and south to Lethbridge during the past month.

J. A. Hall of the Cockshutt Plow Co's. Alberta staff returned recently from a six weeks business trip through B. C., having visited as far as Victoria.

Mr. W. G. Matheson, auditor, and A. H. Ellis of the Supervision Department of the Cockshutt Plow Co. at Winnipeg, spent a few days in Calgary recently in connection with their regular work. From here they went to Saskatoon via Edmonton.

The excavations have been completed and work started on the erection of the two fine new warehouses being built here by Massey-Harris and the Cockshutt Plow Co. as mentioned in the last issue of Canadian Farm Implements. Both companies wish to take possession of their new buildings at the very earliest possible date and work will be pushed as rapidly as possible.

A wholesale Implement Hockey League is being organized in Calgary, and at the present time six teams have signified their intention of taking part, consisting of teams representing International Harvester Co., Massey-Harris Co., Cockshutt Plow Co., Ontario Wind Engine & Pump Co., M. Rumely Co. and Canadian Fairbanks Co. The details will be completed shortly and it is expected that the schedule will commence the first week in January.

Owing to the increased staff of the Gould Shapley & Muir Co., necessitated by the branch being separated from the Winnipeg office and placed on its own footing as an independent branch, the Company has found it necessary to secure larger quarters for their offices and stock. They have leased the two storey building at the corner of 11th Avenue and Centre Street, immediately adjoining to the North the new warehouse being erected by the Cockshutt Plow Co., and they will

take possession of their new quarters on December 1st. This will give them excellent facilities for handling their business, as it is a large building with commodious offices situated on a spur track right in the heart of the city.

The congratulations and best wishes of the trade are being tendered Mr. S. H. Roe, manager of the Alberta branch of Tudhope Anderson Co. and one of the best known implement men in Western Canada, on the occasion of his recent marriage, which took place on November 7th. On that date Mr. Roe was married in Calgary to Miss L. G. Garnham, one of Calgary's popular young ladies and immediately after the ceremony Mr. and Mrs. Roe left on a honeymoon trip to the States and Eastern Canada. They were away between two and three weeks, spending a short time at Mr. Roe's home in Hudson, Wis., also a few days in Winnipeg. They are now settled in their home at 1509 Second Street West.

The Tudhope Anderson Co. as sales agents for Western Canada for the Emerson-Brantingham Implement Co., have made extensive additions to their Alberta staff to look after their additional lines. Mr. S. H. Roe is, of course, in full charge and he retains his old staff to look after the implement and vehicle lines with his brother C. E. Roe in charge of the Automobile Department and Garage on 12th Avenue. The Thresher department will be in charge of Mr. C. S. Leif formerly manager of Nichols & Shepard Co. here, and he is now completing his organization. The old Alberta staffs of Reeves & Co., the "Big Four" Gas Tractor Co. will of course be retained, consisting of G. K. McIntyre, Edmonton, J. C. Kerr, Lethbridge, and J. M. Johnston, Calgary, representing the Reeves line, and W. R. Allen, Calgary, and Mr. Cooper, Lethbridge, the "Big Four" line.

The Necessity for the Jobber.

Adam Smith, the sapient author of the "Wealth of Nations," recognized the necessity for the jobber. He says:

"The capital of the jobber replaces, together with their profits, the capital of the farmers and manufacturers of whom he purchases the rude and manufactured produce in which he deals, and thereby enables them to continue their respective

trades. It is by this service that he contribute indirectly to support the productive labor of society and to increase the value of its annual produce."

Tudhope Automobiles Limited

In Western Canada when any one connected with the implement trade sees the word "Tudhope," the name immediately suggests carriages and cutters to them, the well-known vehicle line which bears this name being known throughout the entire Canadian West.

The Tudhope Anderson Company, with their wide system of Western branches are now handling the many lines of the Emerson - Brantingham Implement Co. throughout Canada, yet another extension of their business is a new company recently incorporated under the Manitoba Joint Stock Companies Act. This new company, known as Tudhope Automobiles Limited, has the following gentlemen among its officials:

President, J. B. Tudhope; vice-president, Hugh R. Tudhope, Orillia, Ont.; its secretary-treasurer and managing director being W. G. Chater, formerly of Galt, Ont.; Harry F. Anderson, of the Tudhope Anderson Co., Ltd., of Winnipeg, being also on the board of directors. Mr. Chater is well-known to the manufacturing world of Eastern Canada, as he was for some years manager of the Hespeler Machinery Co., of Hespeler, Ont., which later merged with the Canada Machinery Corporation, he becoming sales manager for the combined concerns.

Tudhope Automobiles Limited have got newly-erected premises on Water Street, Winnipeg, having a frontage of 100 feet and a depth of 108 feet. The building has four storeys, and is especially designed for the automobile trade, being of fire-proof construction throughout.

An elevator of large capacity is installed; the third floor is fitted out as a stock room for spare parts, while the top floor is splendidly equipped as a machine shop. The Tudhope automobiles for 1913 comprise the Tudhope "Six," the Tudhope Model "K" in three types—as a five-seat touring car, a two-passenger roadster and a light delivery car.

If girls cultivated their dispositions as assiduously as they do their complexions there would be fewer old bachelors.

A New Office Manager



A. H. Laidman

The above reproduction is an excellent likeness of Mr. A. H. Laidman, office manager at Calgary for the John Deere Plow Company, of Calgary. He was born on the 12th April, 1882, in the township of Binbrook, County Wentworth, Ontario, and received his early education at the public and high schools in that town. When fourteen years old his parents went to Hamilton, Ont., and as a youth he entered the Hamilton Collegiate for four years that he might finish his education, after which he took a course of business training for a year. Having finished his education, he went to the McPherson Shoe Company, of Hamilton, remaining with them for about a year.

In January, 1902, he attracted the attention of Mr. H. W. Hutchinson, now vice-president and general manager of the John Deere Plow Company, who persuaded him to come West as bookkeeper for the Fairchild Co. He acted in the capacity of bookkeeper and later as secretary-treasurer for that concern until it sold out to the John Deere Plow Co. For two years Mr. Laidman acted as liquidator in closing up the business of the Fairchild Co., thereafter going over permanently to the Deere concern. Therefore Mr. Laidman has been connected with the implement business for eleven years, and when a new Deere company was organized in Calgary he was the man chosen to fill the post of office manager, a position for which he is peculiarly adapted.

Exceedingly popular with the staff of the John Deere Plow Company, Mr. Laidman, on the occasion of his recent appoint-

ment to the post of office manager at Calgary, was presented with a handsome cane by the office employees and was also entertained to luncheon in the Grange Hotel, Winnipeg, by the management. We are sure that his experience and ability will be of great service to the company in his capacity as office manager for Calgary and district.

Obituary

We regret to announce the death of a prominent implement dealer in Winnipeg, John Harmer of the Harmer Implement Company, Princess Street.

The deceased gentleman passed away at his home in Moxam Court, River Avenue, on Thursday 5th November. His death was somewhat unexpected, yet he had been in indifferent health for some considerable time. Mr. Harmer had been a resident of Winnipeg for some eleven years and was well known among the implement dealers of the West, having been connected with the implement business during his whole career in Western Canada.

He was the son of Robert Harmer, well known as president of the Sawyer-Massey Company, and is survived by his wife, parents, two brothers and three sisters.

He was a graduate of Upper Canada College of Toronto, and in that city had a wide circle of friends. He received his early business training with the Gurney Foundry Company, Toronto, later joining the Massey-Harris Companies' staff in that city. For that company he held the position of local manager at three of their branch houses—London, Hamilton and Ottawa. Socially popular and well liked, his death is deplored by his many associates particularly in the implement world of the West.

Wages in Japan.

The coolies who assist at times of fire in Japanese cities are of the chosen few; it is an honor that they will fight for and the remuneration is as low as the honor is considered to be great, namely four cents an hour. The regular staff of firemen and night watchmen receive a salary the equivalent of \$7.47 a month, and as the character of the native houses is conducive to fire it is fair to say that they earn every cent of it. In Tokio there is also a guild upon which calls are made if a fire threatens to be of proportions that the regular staff are unable to cope with.

Time and Machinery

In a recent address, Edward A. Rumely, of the well-known firm of La Porte, Indiana, speaking on the need of vocational education in the school of today, said: "In 1830 the work of growing a bushel of wheat on the farm required three hours of human time. Today, due to the introduction of improved machinery, a bushel of wheat contains only ten minutes of labor value."

These words, more than anything tend to bring home to us the immense benefit that farm machinery has been to humanity. From three hours to ten minutes! Is that not a great saving of labor time? Two hours and fifty minutes of time, and what is that time used for?

Is it not for growing more and more bushels of wheat, for cultivating more and more acres of land, all to be productive that the hungry of the earth may be fed?

A great writer once said that he who made two ears of wheat grow where before there had been but one, was a benefactor to his race. How much then is due to modern farming machinery, to the men who have planned, devised and invented new mechanisms for the more speedy and more satisfactory cultivation of the soil. A great proportion of the human race do not know that such men ever existed. To them such names as Deere, McCormick, Marsh, Oliver, Deering and Rumely are meaningless, yet they

talk of the greatness of the outstanding leaders of men in the world's history, Caesar, Hannibal, Charlemagne, Napoleon.

Did the conquerors of races, of peoples, benefit humanity as these men have done who walked in the quieter paths of commerce and industry? Assuredly not. In the trail of the one type of man we find slaughter, rapine, starvation, pestilence, misery; in the trail of the other peace, prosperity, plenty, and the open spaces of the earth are made to bear fruit for the myriads who throng the crowded streets and alley ways of the city.

The victories of peace are greater by far than the victories of war, and in the world of peace little has been done that can compare with the beneficial effect for humanity of modern farming machinery implements.

all events the farmer, if he wants to raise money on the security of his land or buildings, must go to the private lender or to the mortgage company. Let him have his crop in his granary or his cattle awaiting shipment, the bank cannot lend or take a lien on his crops or cattle as security.

The manufacturer, merchant or dealer can secure advances from banks on the security of goods in their possession, yet, though the farmer has thousands of bushels of saleable wheat in his possession he cannot raise a dollar on it until it gets into the car or the elevator. Therefore, to the farmer, wheat in his possession represents a risk and a risk on which money cannot be raised.

As far as is possible to see, the chief point against extending bank credit to the farmer on the security of his products is that it would only increase by a vast amount the secret preferences now held by banks.

A manufacturer can, at the present day, pledge his stock in trade to a bank in compensation for financial advances. The bank does not need to register the transaction, and other creditors may unwittingly advance supplies or material while utterly unaware that the bank has a prior claim on all the assets of the manufacturer. By the same logic, should the implement dealer or the store-keeper give the farmer credit on the knowledge that they are paid when he reaps his crop, and allowing that it were legal for the bank to lend him money on that security, it might go hard with the retail dealer. He would find that the bank had a priority of claim which left him to wait for his money until the claim of the bank was settled in full.

Logically reasoning, however, it seems hard to say how the differentiation in credit to the farmer and the manufacturer is so marked. The farmer is as unlikely to play his creditors false as is the tradesman or small store-keeper, consequently it seems hard that he is dealt with thus regarding banking credit. We cannot doubt that he contributes largely to the banking resources of Canada, and again from a retail dealer's standpoint, it might be considerably better if the farmer were extended access to monetary credit on crop security with regard to banks and banking.

When you make your mark in the world see that it is a mark of esteem.

Bank Credits and Farming

There are but five and twenty banks in the Dominion of Canada, and their paid-up capital is a trifle over \$110,000,000. These banks hold deposits in Canada of more than a thousand million dollars. This practically represents all the savings of the people available as the foundation of the country's credit system. There are, of course, savings in the form of life insurance accumulations and deposits of loan and mortgage companies, but these are not liquid, being for the most part invested in loans on real estate that run for years and cannot readily be converted into actual cash.

Therefore, generally speaking, twenty-five banks control all the available liquid savings of Canada. Banking is becoming more and more a one-man power, since nearly all banks have some dominant individual in control. Therefore, in any ordinary office, you could collect all the men who really command the vast reservoir of the nation's capital.

It seems essential, then, that if we are to prevent an absolutely autocratic control on the part of the money interest of the people, who provide nine-tenths of the capital used, we must reserve powers of direction, supervision and inspection. The farming community, as a class, contributes great sums to the total of bank deposits, yet the banks are forbidden by law to loan money to the farmer on any other security than his note or personal credit. Did the banks largely aid in the formation of this law? At

Are You Lined Up?

MR. DEALER: You should be selling the "ACME" Harrow.

Prices within reach of every farmer, still a good profit to you on a small investment.

No imitations, the "ACME" being the only tool of its class, your local agency for the "ACME" will have the field to itself; your customers with their "ACMES" working advertisers and salesmen for you, BECAUSE, from the farmers' standpoint, better crops result. Maximum yield per acre of any crop is obtained where the soil is prepared with an "ACME," it being a Harrow suited to every condition of soil and every requirement of soil preparation after the plow.

For irrigated land, the "ACME" produces the ideal surface condition of a perfect seed bed.

For dry farming, the "ACME" is the best Harrow for proper conservation of moisture thoroughly packing the under soil turned over by the plow, leaving no air spaces to break the upward attraction of water, leaving the surface in a perfect mulch, thoroughly pulverized.

**For Prices and Terms to Agents, write
General Agents for your Territory.**

General Agents

John Deere Plow Co., Ltd.,

WINNIPEG.

Regina Saskatoon Calgary Edmonton Lethbridge

Manufactured By

DUANE H. NASH, INCORPORATED,

307 Division Ave., Millington, N. J.



Brockville Steel Cutter

Comfortable

Durable

Up-to-date

STEEL

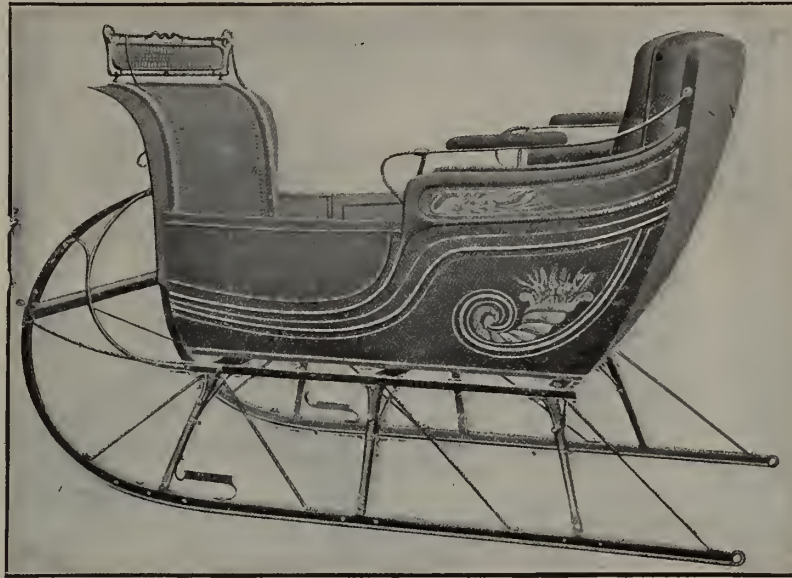
SIDE

PANELS,

BACKS

AND

DASHES



STEEL

FORE

DOORS.

SELECT

HICKORY

GEARS

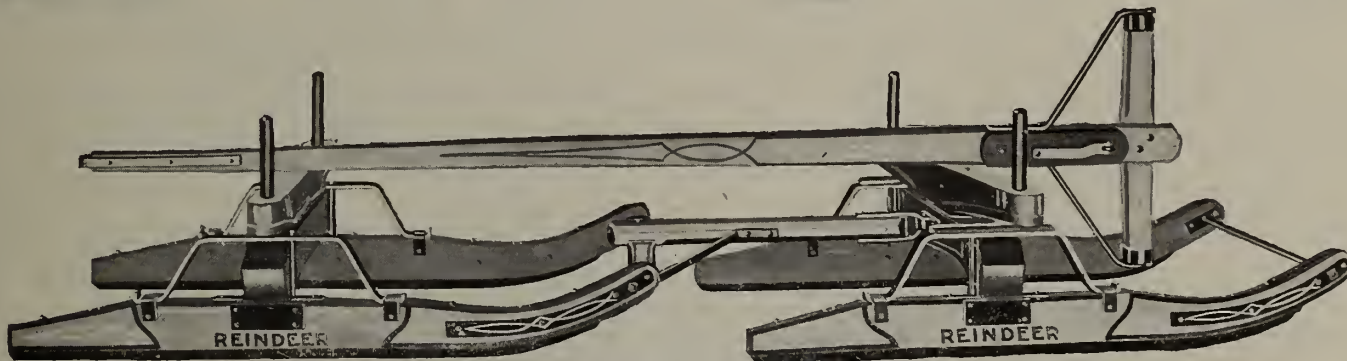
NO. 205 CUTTER WITH STEEL FORE DOORS

The Cutter that will Please Your Customers

and bring them back to your store wearing the smile of satisfaction. There isn't anything that will boost your business like having satisfied customers, who will come back, not to kick but to make a further purchase and bring their friends with them. This is the best opportunity a dealer ever had to hand out to his customers SOMETHING NEW, SOMETHING THAT THE OTHER FELLOW HASN'T GOT and something that will appeal to everybody. You can do this with

The Brockville Steel Cutter

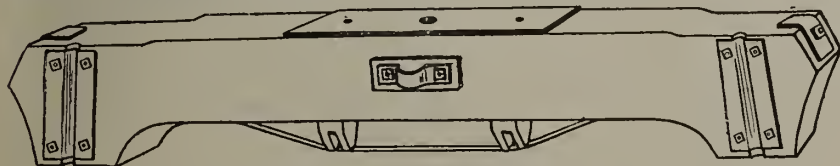
REINDEER SLEIGHS



No. 28 REINDEER SLEIGH.

FURNISHED WITH STEEL OR CAST SHOES

These sleighs are made from select, straight grained, well seasoned material, and put together in a neat substantial way, well ironed and braced. Painted and striped in an attractive manner. Either cast or steel shoe sleighs can be furnished with "Trussed Bench." This adds materially to the strength of the bench and will appeal to every purchaser.



TRUSSED BENCH

TRUSSED BENCH FURNISHED ON THE
FOLLOWING SIZES:

Steel Shoes No. 25½, 26½, 27½.

Cast Shoes No. 28½, 29½.

John Deere Plow Company, Limited
John Deere Plow Co. of Saskatoon, Ltd.
John Deere Plow Co. of Calgary, Ltd.

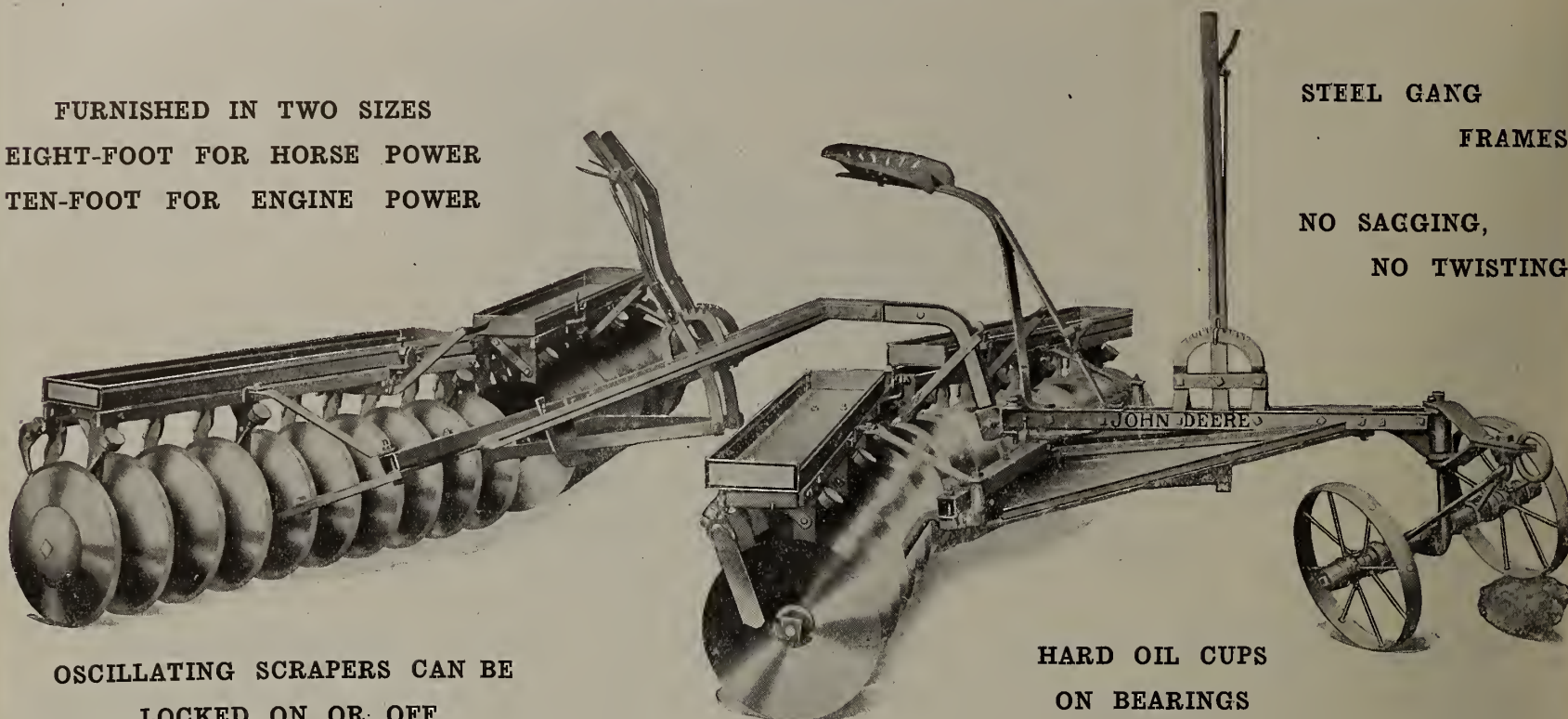
Winnipeg and Regina
Saskatoon, Sask.

Calgary, Lethbridge, Edmonton

Implements of Big Capacity

JOHN DEERE DOUBLE ACTION DISC HARROW

FURNISHED IN TWO SIZES
EIGHT-FOOT FOR HORSE POWER
TEN-FOOT FOR ENGINE POWER



STEEL GANG
FRAMES

NO SAGGING,
NO TWISTING

OSCILLATING SCRAPERS CAN BE
LOCKED ON OR OFF

HARD OIL CUPS
ON BEARINGS

Works the ground twice by going over it only once, leaving it level. The greatest moisture, time and labor saving implement yet invented. Set one of these harrows up—show it to your customers—it will mean business.

Bissell Fourteen-Foot Disc Harrow

This implement is especially adapted for the farmer who operates by horse power. It can be handled easily with six horses. The disc gangs are in four sections, making this widesweep harrow perfectly flexible, enabling it to conform to rough and uneven ground.



Think of discing a space 14 feet wide at one sweep. Farmers who would not otherwise have time to disc their ground can do so with this big capacity implement in a short time, thereby having the surface thoroughly pulverized into a mulch that will hold the moisture, making an ideal seed bed.

Equipped with 28 16-inch Discs

The Disc Harrow is fast becoming recognized as the most important implement in the preparation of the seed bed.

Every Deere Line is a Leader

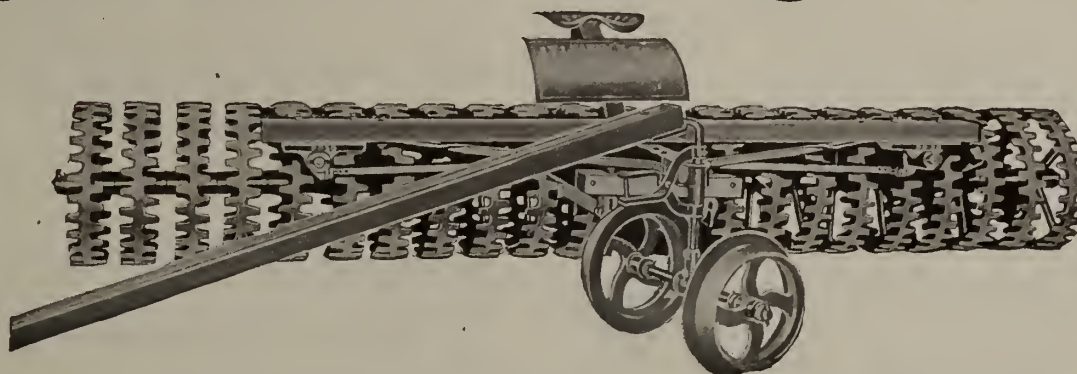
Handle the Full Deere Line

John Deere Plow Company, Limited
John Deere Plow Co. of Saskatoon, Ltd.
John Deere Plow Co. of Calgary, Ltd.

Winnipeg and Regina
Saskatoon, Sask.
Calgary, Lethbridge, Edmonton

Fleury Roller Bearing Pulverizer

MADE WITH
16, 22 OR 24
WHEELS
WITH OR WITHOUT
ROLLER BEARING
TONGUE TRUCK



THIS IS
THE PULVERIZER
THAT WILL
APPEAL TO
EVERY FARMER

SIX SETS OF ROLLER BEARINGS MEANS

*Less Power, Less Expense, for the Farmer
Increased Pulverizer Business for the Dealer*

A Pulverizer is a heavy machine, it must be heavy to do the work it is designed to do. The "Fleury" is heavy enough for all purposes, yet "LIGHT DRAFT." Tongue Truck and six Sets of Roller Bearings, carry the dead weight and reduce the draft. Farmers are not going to haul a heavy pulverizer around their fields dragging the life out of their horses, when they can get a "Pulverizer" that will do perfect work with less power and less expense. You can get the Pulverizer trade of your Territory.

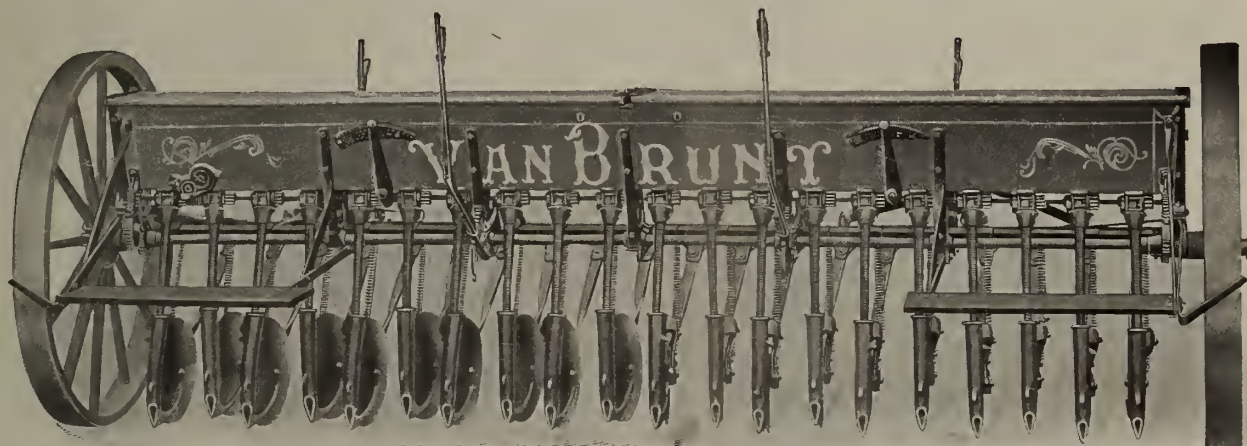
WITH THE FLEURY ROLLER BEARING PULVERIZER

WRITE FOR FURTHER INFORMATION

Light Draft Van Brunt Drill

THE DRILL THAT WILL NOT CLOG

Made in the
following sizes:
12, 14, 16, 18,
20, 22, 24, with
Single, Double
Discs or Shoes.
Discs and Shoes
interchangeable.



Will work in
any soil that can
be seeded, with-
out clogging, de-
positing the seed
evenly at a uni-
form depth.

New Boot Discharge

Adjustable Feed Gate

Light and Strong

The Boot and Discharge is within instead of outside the circle of the disc. Seed is deposited at the widest point of the furrow. The seed does not touch the upward turn of the Disc but is deposited at a uniform depth with every kernel covered.

The greatest improvement ever put on a Drill. All kinds of grain, coarse or fine, can be regulated and deposited in an even manner without bunching or skipping. **THIS FEED IS ADJUSTABLE** to all requirements.

Three or four hundred pounds lighter than other drills is one of the reasons the **THE "VAN BRUNT"** is so popular. **LIGHTER, YET STRONGER.** Heavy angle steel frame wheels with long bearing hubs. Continuous axle running entire length of machine. No stub axles, therefore no sagging. Built to stand the work a drill should do.

Write us about the Van Brunt Drill

The Drill that controls the trade

John Deere Plow Company, Limited,
John Deere Plow Co. of Saskatoon, Ltd.
John Deere Plow Co. of Calgary, Ltd.,

Winnipeg and Regina

Saskatoon, Sask.

Calgary, Lethbridge, Edmonton

Mechanical Progress and Civilization

There are three mechanical processes in civilization. One is to dig, another is to carry, and yet another is to manufacture. As a means of transportation we have done away with horse-power. The steam ship, the railway locomotive and the automobile do our moving around of heavy weights. We load the iron ore in the deep holds of vessels, or we load it on flat freight cars and drag it to the foundry where we melt it and purify it into molds and ingots. All this we do by mechanical power. Then, by the same power, we roll the ingots in bars or into rods or sheets. Then we beat and forge and drill and cut and thread the iron, and finally we use it in the manufacture of some other composite mechanism for the production of mechanical power. Railroads are the great modern means of transportation. That is all they have to sell, just transportation of human beings or commodities. But men get rich through railways, while away back in the days of horse transportation it was nearly impossible to make a fortune. Again in Western Canada, the winter would almost bar the use of the horse as a means of comfortable transportation. We have the sleigh and the Eskimo dog, truly, but these are primitive in connection with transportation. Even when winter passes we have roads that are cruelly against the use of the horse for this purpose. Therefore men made level road-beds for their purpose and then they laid rails upon which to run the cars. This was after man had learned the use of mechanical power. James Watt held a teaspoon against the steam emerging from the spout of a kettle. He felt the force behind that white vapor and he dreamt and thought until he saw how to apply that vapor for pressure that alternated on both sides of a piston. And as the piston moved it rotated a connecting rod that was

attached to a crank shaft. We had, therefore, discovered the application of steam to mechanical power. James Fulton went further and applied this engine so that it revolved paddle wheels—then we had water transportation.

The first business of man is to dig. He has to cultivate the soil that he may win food from it. And there are men in this modern world who still handle the primitive spade or hoe. Only a little way advanced are we in many ways when we use animal power. Man power and animal power must pass as the needs of humanity extend.

The farmer has been short of inventive genius and short of capital; the only thing that he has had in past years was a plethora of debt and labor. He has had heavy burdens to bear and his hours of labor have been long and hard. Can we wonder that his sons and daughters flee to the easier life of the city. Many farmers today have stationary engines and electric light in their homes and barns. Yet electricity is no relief to the farmer so far as his fields are concerned. From his fields he can see the interurban trolley-car whizzing along and he says that it is run by electricity. This is not so, since, in order to have that electricity we have to have a power station and dynamos to generate the current. And we revolve these generators by steam, gas or water power. Therefore there is no redemption for the farmer through electricity so far. He has to move over a certain area and he must carry the fuel for his making of mechanical power with him. Hence he has utilized horse-power in the past. Even as the horse has been displaced by the steam locomotive and the motor truck as an efficient means of transportation, so will the farmer of the future have to abandon horses for the bulk of his heavy

work. The horse is liable to sickness and its upkeep while not working is heavy. We require so much oats to feed the horse and it must have so much ground to graze upon. That ground will yet be needed, and its products will be needed to feed the human race so that we have to use mechanical power that cultivates the soil and yet does not demand the fruits of the soil in return.

All of us remember the horse-power on the farm where horses were driven round and round and the power was imparted with a tumbling-rod. That was a primitive mechanical arrangement and had little economy about it. The steam portable engine came and threshed for all the farmers in a district, which was a great increase in economy and co-operative effort. Yet there are districts where coal and water are scarce and where their transportation would cost a great deal, and it costs horse labor to keep the steam engine supplied with water and fuel. Therefore men cast around and at last tapped the oil sources of the earth and designed the internal combustion engine. Possibly no mechanism embraces so much power in so small a space—or runs on fuel that occupies so little room. From the stationary or portable engine the tractor was evolved and all the history of power farming arises before us. There is little need of argument in regard to power farming. Modern machinery has benefited humanity the countless ways, and now that the plea of the farmer is lack of help the solution lies at his hand. Increased acreages under cultivation and increased crops are proof that mechanical power is a benefit to the farm, the farmer and to humanity as a whole.

The reason why some men don't climb the ladder of success is because they wait for the elevator.

It takes a brave man to face a little woman at the head of the stairs at 2 a.m.

Milking by Electric Power

The latest development in dairy work is the operation of milking machines by electricity. Two dairymen on the north side of the river at Edmonton, who are almost on the electric car service power supply line, have ordered milking machines and applied to the city for the extension of the power to their barns. Their application has been granted, and the cost for the extension of the power wires will be in the neighborhood of \$1,600. For this service the dairymen will be charged about \$180 a year, and also, of course, will have the cost of installing their motor, vacuum pump and other fixtures necessary for mechanical milking.

This is the initial effort on the part of Edmonton to supply power for milking purposes, and there is little doubt that other enterprising dairymen will follow this example. Each application will have to be considered by the city authorities upon its merits.

Of course, if the dairy were situated so far from the city that the cost of the power extension would be prohibitive, we do not doubt that the application would be refused. This is the first attempt in the prairie provinces to operate milking machines by electricity, and, of course, it is a more difficult business than would be the case in districts intersected by power systems, such as some parts of Ontario. The dairy industry around Edmonton has been growing rapidly of recent years.

Pure Waste

Sir Archibald Geikie tells a story of a Scotchman who, much against his own will, was persuaded to take a holiday.

He went to Egypt and visited the pyramids. After gazing for some time at the Great Pyramid he muttered: "Man, what a lot of mason work not to be bringin' in any rent!"

The path of duty is often the path of drudgery.

"ASPINWALL"
POTATO
MACHINERY

Absolutely
— the Best

CUTTERS-PLANTERS SPRAYERS
DIGGERS SORTERS

Aspinwall Manufacturing Company

WORLD'S OLDEST AND LARGEST
MAKERS OF POTATO MACHINERY

GUELPH, ONTARIO, CANADA.



A TRACTOR FOR BIG FARMS

One You can Handle at a Profit

Dealers can make Quick Sales and Generous Profits by handling the well-known, widely advertised

HART-PARR OIL TRACTORS

Our 60 B. H. P. Tractor is the ideal outfit for big farms. Its general utility strongly appeals to Canadian Farmers.

Takes the place of 25 sturdy horses. Never tires. Always ready for work. No feed, water or coal troubles. Uses cheapest **kerosene** for fuel. One man easily operates and cares for it.

A QUALITY TRACTOR THAT SELLS AT A PRICE THAT IS RIGHT

Write for Convincing Figures and Liberal Agency Terms

HART-PARR COMPANY

36 Main St., Portage la Prairie.
63 West 23rd St., Saskatoon, Sask.
1622 8th Ave., Regina, Sask.

The Chapin Co., 331, 8th Ave. West, Calgary, Alta.



A Christmas Seller



The Gray-Campbell Kitchen Cabinet

Our Kitchen Cabinets

are a necessity for every home. Complete and comprehensive, they appeal to every housewife, and a satisfied woman is about the best advertisement that a dealer can have. This is

the ideal Christmas present for all wives—it's up to you to handle the husbands. Selling our Cabinets means making money all the time.

Gray-Campbell, Limited

WINNIPEG AND MOOSE JAW

DEALERS WHO DON'T



REALIZE THE PROFITS made possible by handling the

TOWNSLEY LIGHTNING ARRESTER SYSTEM

are losing money all the time.

Consider the damage done by Lightning in Canada every year. Consider the monetary loss sustained by the farmer who leaves his buildings unprotected. What stronger selling argument can you desire?

The great damage wrought by Lightning is a proven fact.

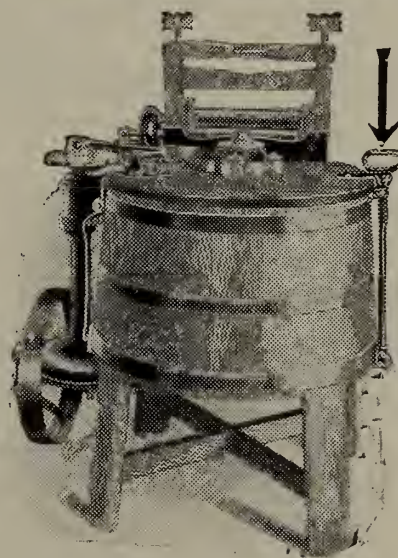
The TOWNSLEY SYSTEM gives absolute protection against that damage.

If we are not represented in your district
— write for our Terms and Contract —

Canadian Lightning Arrester and Electric Co., Ltd.

199 Main Street. O. W. TOWNSLEY, Manager. Winnipeg.

Washers that Sell!



Power Washer, the smallest Gasoline Engine will run it

Do you want to win the friendship of the wives of your customers? If so, sell

Maytag Washing Machines

More than 12,000 of these machines have been sold in Western Canada, and practically every one was sold through the medium of the retail dealer. They are marketed in no other way. MAYTAG Washers are made in three styles, **hand, power and electric drive**. The power machine has also a hand-drive attachment and our patent swinging wringer, the whole machine being controlled by the handle shown by the arrow

This and other exclusive features instantly appeal to every woman—what better advertisement can a dealer have than the talk of a satisfied woman?

Sell these Washing Machines and you will increase your Profits, Prestige and Popularity

The Maytag Co. Ltd.

Winnipeg



Scenes in Connection with the Emerson-Brantingham Company's Tractioneering School in St. Paul, Minn.

The Horse versus The Tractor

The Dry Farming Congress at Lethbridge saw a lively tilt on the subject of the horse versus the tractor on the farm. It arose from a paper by Raymond Olney, the well-known traction farming expert of the M. Rumely Co., of La Porte, Ind.

In the course of his remarks, Mr. Olney made the statement that the tractor would soon replace the horse entirely for all the heavy work on the farm, saying that it cost less for upkeep and produced more wealth. This statement raised a general storm, and several delegates protested against the paper having the endorsement of the meeting on account of some of the statements made. The claim of the expert was that a tractor could replace 15 horses on the farm, and that it solved the problem of deep plowing.

We will give a few excerpts from the address given by Mr. Olney:

"The general-purpose farm tractor has proved itself a very economical form of power, and its first cost is usually much less than the number of horses which equal it in power. A 15 h.p. tractor will cost about \$1,700, and will replace fifteen good average horses working continuously on the same load day after day. Fifteen horses will cost about \$3,000, or almost twice as much as the tractor. Of course, it is necessary to buy special machinery, such as engine gang plows, double-throw disc harrows, etc., but the cost of the entire equipment will not exceed the investment in horse power machinery.

"While the horse is fed 365 days of the year, the tractor consumes fuel only when it works. All expense stops with the wheels, save for the interest on the investment and the depreciation cost.

"The only way for a farmer to know what his horses are costing him to feed and care for, and what they return to him in useful work, is to keep an accurate account of the number of hours they work during the year, and the amount of feed they eat.

"We will assume that a 15 h.p. tractor will work 1,000 hours per year. In this time it will consume about 3,000 gallons of kerosene. This can be obtained from the refineries at from five to seven cents per gallon in barrel lots. The yearly cost at the latter figure will amount to \$210. Adding to this, lubricating oil, grease, and some minor repairs, the total yearly cost ought not to exceed \$300.

"The yearly cost of feeding 15 horses at \$108 per head would be \$1,620, or more than five times the cost of fuel for a tractor. In other words, fuel for a tractor can be bought for less money

than it will cost to feed three horses.

"Endurance is the horse's weakest point, but with a tractor it is a negligible quantity. The tractor will travel farther in a day than a horse, because its speed is constant, and it does not become fatigued and lag in the traces. In hot weather or heavy work it does not have to be stopped in the field to rest frequently as is necessarily the case with horses or mules.

"Now, there is the labor question. The tractor saves labor for the reason that it gives one man the control of more power. A 15 h.p. plowing outfit (in fact, all sizes of plowing outfits) equipped with engine guide and self-lifting plow, can be operated easily by one man. With fifteen horses, three to five men are required to handle them. The saving here is self-evident.

A woman can sometimes help her husband to enjoy a trip by not going with him.

RUMELY LA PORTE



UMELY SUCCESS is built on an old reputation for sturdy, honest machinery. Meinrad Rumely laid the foundation for this reputation in 1853 when he built his first separator.

The name Rumely has come to mean reliability to farmers—they can depend on Rumely machines. Every machine sold under the Rumely name is characterized by the same strength that went into that first separator.

To its policy of building well the Rumely Company has added a new idea—to satisfy every power want of the farmer with a Rumely Product. The Rumely Company now has a line of farm machinery that fills practically every farm power need. Many new machines have been added. In every case we waited, before putting a new machine on the market, until we were sure that what we were offering was the best thing yet offered in that line.

Our dealers have been largely responsible for our success—we wish to further develop the spirit of co-operation between us. We intend to sell through our dealers and to protect them in their territory. The dealer's influence in his own community is what we are after and when we get it we will make it worth his while.

On one side is our Company, on the other the farmer and in between our dealers, bringing both together. We will do our share by backing up our dealers with advertising—prompt repair service—and by making machines that sell and stay sold. We've had a good year—you've had a good year and we ask your co-operation in making 1913 the biggest year both have ever had.

We offer you our thanks and the season's greetings



RUMELY PRODUCTS CO.

(Incorporated)

Power-Farming Machinery

Toronto, Winnipeg, Brandon, Regina, Yorkton, Saskatoon, Estevan,
Calgary, Edmonton, Vancouver
Home Office: LA PORTE, IND.

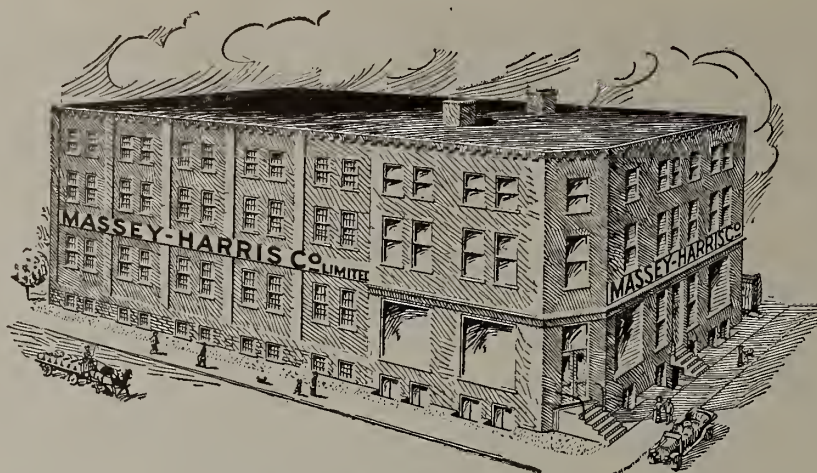
POWER-FARMING MACHINERY

A New Yorkton Warehouse

We reproduce herewith a photograph of the new offices and warehouse being erected at Yorkton, Sask., for the Massey-Harris Company. The work on this commodious building, which is valued at \$65,000, is being vigorously pursued, and the building is expected to be ready for occupation by the beginning of January.

It is to be the finest warehouse that the company has west of Winnipeg, and its cost will exceed any of the existing Massey-Harris warehouses in Regina, Saskatoon, Calgary or Edmonton.

When the Massey-Harris Company built their warehouses at these western points, the future of the Canadian West was not so assured as it is today, but, in the future, the policy of the company will be to build for the days to come—as they have done in Yorkton. The point that the company debated was the best locality for a distributing center for Eastern Saskatchewan. Logically, Yorkton appealed to them, therefore, they have enhanced the business district of that town by this fine warehouse and office building.



Massey-Harris, Yorkton Warehouse

The building has 130 feet frontage on Broadway, and has an average depth of 110 feet, with trackage on the C.P.R. It possesses three storeys, and has a basement. In this edifice the collection and sales offices of the company for Eastern Saskatchewan will be located, and it will serve about one hundred branch agencies located in the smaller towns and villages along the C.P.R., the main line of the G.T.P., and the main line of the C.N.R. from points as far west as Lanigan and Nokomis, to points beyond the Manitoba boundary. It will be in all respects an independent branch, reporting

to the Toronto headquarters, and on an equal footing with the branches at Regina, Calgary, Saskatoon and Edmonton.

J. L. Henning, who has been with the Massey-Harris Co. for sixteen years, has been appointed manager of the Yorkton branch, coming from Saskatoon to take up the reins of management there. He is to be assisted by L. P. Fortin, who will be head of the collection department. The latter gentleman has been connected with the company for twenty years, and was transferred from Montreal to Yorkton. A staff of thirty will be employed to handle the business when the building is completed.

The site for the building was purchased in March, 1912, at a cost of \$25,000, and its location should certainly benefit Yorkton as a business nucleus for the east of Saskatchewan.

Massey-Harris Co. Buy Land

Sir L. Melvin Jones, president of the Massey-Harris Company, announces the purchase of four lots in the Hudson's Bay reserve in Edmonton.

The value of the lots was \$84,000. On this ground a distributing warehouse 200 feet by 150 feet, and five or six storeys in height will be erected. It is expected that work on this edifice will be commenced as soon as possible. As regards location the new Massey-Harris warehouse in Edmonton will have an enviable site. Its position will be between the Canadian Northern, the Grand Trunk Pacific and the Canadian Pacific Railroads, and it will be about equidistant from each. It is planned to lay a spur track to the warehouse, placing the storage and trackage completely under one roof.

This new warehouse should be a great adjunct to the company, and from it they will distribute their products over a wide territory.

H. Baker, manager for the northern Alberta territory for the company, states that the present quarters of the Massey-Harris Co. in Edmonton will still be retained. This year the company shipped 400 cars of farm machinery into Edmonton for distribution throughout central and Northern Alberta.

Credit and Co-operation

In the formation of associations for retail dealers, the free interchange of experience is without doubt of great value to the individual. The day is past when it was held that the list of customers and the ledger conditions could not be revealed without harm. Far from that, it has been found that co-operation regarding credits and collections has been of vast benefit to the dealer, it has not reduced efficiency but has rather increased it.

The old time merchant groped in the darkness, while his modern brother passes judgment under the stronger light of a larger intelligence and more comprehensive information. The greatest benefit in any line of activity is derived from a comparison of views and an exchange of ideas. When men meet fairly often and have a friendly understanding that fact is of the greatest benefit to them and procures the best results.

If a man desires to obtain the most good for himself, he should know that his legitimate share of a great common good is greater than any possible good he can obtain for himself alone.

The petty and narrow-minded man fishes with a hook and fondly thinks that he is getting the whole catch for himself alone. The broad-gauge man joins with his fellow-men, using a seine net, and his portion of the catch by far exceeds any amount he can get by hook fishing.

Some people will argue that the retail dealer is actually responsible for much dishonesty, because he gives credit easily and makes little of a special effort to compel the debtor to pay his bills. If we permit anyone to take advantage of our generosity by a failure to live up to the agreement, we lay ourselves liable to the charge that we are making men dishonest by our slack methods of doing business.

Many a man today would have been an honest and successful man had it not been for the ease with which he obtained the credit which wrecked his life.



McCormick Disk Harrows

Made to do Good Work in all Kinds of Soil

The many uses to which disk harrows are put make it necessary to have an exceedingly rigid frame. It is a matter of fact that almost any disk harrow will do reasonably good work in soft ground, but when it comes to following the binder with the disk harrow and slicing meadows before plowing, the harrow with a weak frame is of little or no value. McCormick harrows are strong enough for this kind of work. The frame holds the gangs in the correct position at all times, so that the harrow must do good work. Consequently the farmer who uses a McCormick disk harrow can always feel assured that his time and labor are being expended to the best possible advantage. That is the kind of harrow it is best to sell to your customers.

The McCormick disk harrow is made to give good service. It does not have any contrivance upon it to catch the eye of the farmer on the sales floor and disappoint him in the field. It is durable, practical and efficient. It sells and repeats.

The McCormick line of tillage implements also includes single-disk, double-disk, hoe and shoe drills, peg-tooth and spring-tooth harrows, cultivators, land packers, etc.

See the blockman, or write the nearest branch house regarding a McCormick contract.

Western Canadian Branches

International Harvester Company of America

(Incorporated)

At Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Lethbridge, Alta.; North Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Weyburn, Sask.; Winnipeg, Man.; Yorkton, Sask.



Mogul Engine Gang Plows



The Plow with Strength to Spare

MR. DEALER:—We want to call your attention to a few pertinent facts about the Mogul.

In the first place, no one ever heard of a Mogul ever falling down for lack of strength. Strength is one of the most important requisites in an engine plow, and the Mogul certainly has it. Like the Deacon's "One Hoss Shay," every part of the Mogul is designed to be "jest as strong as the rest." Even a look at a Mogul gives you the impression of reserve strength, and that the impression is correct has been proven in the severest tests to which a plow will ever be subjected.

Then there's the break-pin feature, which allows the bottoms to swing backward when an obstruction is encountered which might otherwise damage the bottoms.

And again, the bunching of the levers, an exclusive patented feature, facilitates the handling of the plow, shortening the path of the operator, and lessening the time required to get the bottoms into or out of the ground.

There are numerous other features of the Mogul which make it the most desirable plow for the dealer to sell, and we would like to send you a beautiful booklet entitled "Mogul Engine Plows," if you will let us know that you are interested.

Parlin & Orendorff Co.

CANTON, ILLINOIS, U.S.A.

International Harvester Co. of America, Sales Agents for Canada

Business and the Man

When one comes to compare, from all standpoints, Big Business and Little Business, they usually come to the conclusion that the two have very little in common, either in principle or in practice. A great many men at the present day are venomous whenever Big Business is mentioned, even although that Big Business may have nothing to do with the mail-order system.

Very few of the promoters of Big Business are personally mean. On the contrary, they are usually men of a wide perspective, men who do not strain over swallowing gnats, and who are quick to forgive any small injury done them.

To the outside world the Big Business often looks like organized meanness, yet the fact remains that the meanness of Little Business is a far worse type of meanness. There is, oftentimes, more meanness in some petty transaction than we meet with in our every-day lives than ever exists in the formation of an immense trust or a merger. The man who puts through mean little deals has a depraved courage which you rarely find in Big Business.

Too often, day in and day out, the mean little man of the mean little business will do things that we would yell regarding from the house-tops were they done by the Big Business.

There is bound to be a certain amount of friction in our dealings with one another, and a margin of conduct is often forced

upon us by circumstance. Most men are compelled from time to time, through circumstances over which they have no control, to do things which may be accounted mean by the observer, whereas they are often only helplessness on the part of the man concerned.

It is only when meanness in little things takes to itself the airs of virtue, and calls itself thrift, that it becomes absolutely unendurable.

There are the people who put small potatoes in the middle of the bag, and who skim their milk before sending it to the cheese factory. These sharp little tricks, that only make a few cents, are so contemptible that, though they are found out, they are only laughed at.

Yet when a man commences to expose the crookedness in Big Business, he will be surprised to see that the majority of those who applaud his efforts are being devoured by envy of the big scoundrels rather than by righteous indignation. If they only had the grit and capacity they also would be colossal scoundrels.

If you come to look at things from a dispassionate standpoint, you very often find that Big Business is very often nothing more than an imperfect form of social service. If the promoters of trusts and mergers would use their great organizing ability in solving the problems of the people for the good of all, they would be social benefactors of a

very high order. If they would use their vast wealth for the good of the people instead of for private gain they would deserve the gratitude, not the hatred of the world. Sometimes we have the idea that, in a dim groping way, the worst offenders try to do what is right, and try to give back to humanity what they have wrested from it. We see the millionaires of the world giving church organs, libraries and hospitals, huge fortunes are given back to humanity in this way, yet this does not in a great way aid us as a whole.

These men, to amass their wealth, employed their great intellects, their wonderful organizing and arranging abilities; why then could they not reorganize our social system so that every man could be assured of an absolutely square deal. Justice could not be bought, worn, coughing consumptives would get a fighting chance for life; overcrowded houses would be a thing of the past, and humanity would forget that the dictionary held the word "hunger."

Yes, the brains of the great money makers of Big Business might do more for the world than ever their money could. We wonder if the Utopian day will dawn when the great money geniuses of the earth will realize that their brains are given them so that they may be of great social service to their fellow human beings. Ah! but the personal element, the accruing of wealth, is so strong in man, and while we look at the vastness of Big Business and its great educative side, we have to regret that too often the men whose brains and ability planned it all

did so only that they might heap dollar upon dollar for their own personal gain and satisfaction. Man is not meant to live unto himself, and there is so much misery in this weary old world, so many joyless homes and sad faces—so many aching hearts!

Perchance the day will come where men will work less for self and more for humanity, for we have departed from the old tribal law of share and share alike, and each of us fights grimly alone for all that he can get, and the fight too often is far from fair.

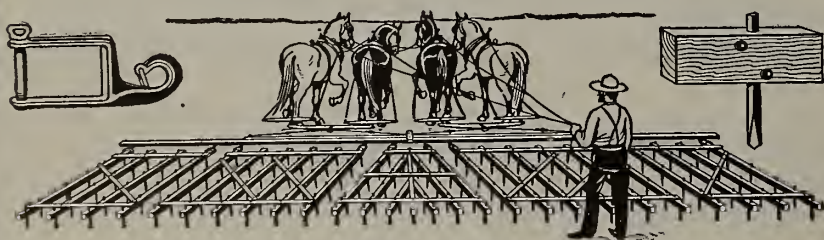
A Bullet Stopping Shield

A light metal shield, claimed to be capable of rendering infantry practically invulnerable, is said to have been invented by a German engineer named Schaumann. Volleys fired at a distance of eighty-five yards by the men of a guards regiment, during experiments on the Dahlem rifle range, only slightly dented one of the newly-invented plates, equivalent in weight to a plate of nickel steel of six millimetres thickness (just under a quarter of an inch). On the other hand, bullets fired by the same men from a similar distance at a plate of nickel steel seven millimetres thick (over a quarter of an inch) smoothly penetrated the metal.

The construction of the composition plate, which has proved far superior to nickel steel, is much less costly than in the case of nickel steel, while its weight is less than one-third.

There are liars who never even tried to catch fish.

WATSON'S ARE THE REAL "BOSS" HARROWS



WATSON'S BOSS WOOD HARROW

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design, possessing exclusive features that make them easy sellers.

These Harrows are the outcome of years of experience, they commend themselves to every farmer, and give absolute satisfaction. Send for our new catalogue, it will interest you. This is our full line.

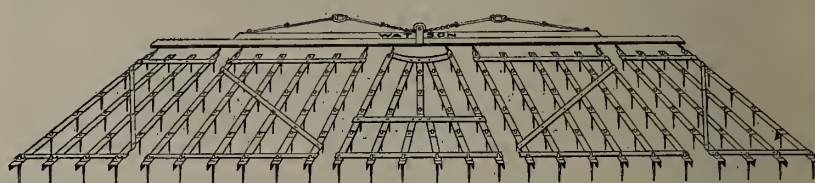
Pulverizers
Boss Wood Harrows
Boss Steel Harrows
Channel Steel Harrows
Harrow Carts
Wheel Barrows

Warehouse Trucks
Wood and Pole Saws
Farm and Bush Sleighs
Feed Cutters
(seven styles)
Roller Crushers

Whiffletrees
Bevel Jacks
Grain Grinders
Root Pulpers
Heider Goods
Horse Powers

Light Delivery Sleighs
Lawn Goods
Push Carts
Barrel Carts
Turnip Seed Sowers

WRITE FOR OUR PROPOSITION



WATSON'S STEEL BOSS HARROW

Tooth bars are of angle steel, cross bars all channel steel. Teeth are held individually by steel wedges, are dagger shaped with the edges directly in line of draft. Are fitted with a pulley hitch evener. Light draft—24 feet in width.

John Watson Mfg. Co.
LIMITED

CHAMBERS AND HENRY STS., WINNIPEG

A Dealer's Dream

The dealer sat by the kitchen fire on the night of Christmas Day. It was fairly late, and all the rest of the family had gone to bed. He sat there toasting his toes and looking back at the business of the past year, for he was one of those men who find it hard to take their minds away from the store and the day's work.

Outside the great white moon rode majestically over the silent snow-covered surface of the prairie. In the little Saskatchewan town all was quiet, and only a light here and there showed that one or two merry parties still held festive joyousness behind the windows. Far away out over the prairie a lonesome coyote sat on his haunches and made his weird plaint to the souls of his ancestors, the shrill ki-yi-yi of his howl being occasionally answered by some dog in the town.

The fire burned lower and lower, and the ashes broke the silence as they fell into the pan. Gradually, very gradually, the head of the dealer began to nod and his pipe slipped from his relaxed hand, falling to the carpet in front of the range.

The dealer slept.

And, as he slept, that strange sub-conscious spirit we have within us took possession, and, whether due to thoughts of the day—or to the second helping of turkey—he dreamt a dream.

He fancied that he saw the downfall of retail trade throughout America. He saw one after another of the retail dealers in town and city shut their doors and give up business. The reason was so simple to the dreaming man. He thought how year after year the great establishments in the large trade centers has pushed their tentacles to the very confines of our civilized regions. He saw their great schemes of advertising—the car loads of catalogs that were sent to all points of the compass, and with that strange vividness peculiar to dreams, he could see hordes of farmers, tradesmen, professional men, all sorts, kinds and conditions of humanity, each in absorbed study of a catalog while they balanced a pad on one knee and reflectively scratched their heads with a pencil.

And his dream being drifted away to the large cities where

general managers sat and rubbed their hands cheerfully as they looked over the takings for the week, while in another part of the huge emporiums, a host of shippers swore and sweated, as they sent away car load after car load of goods. And across the face of the continent he could see long snaky lines of freight trains, lines of smoke heading north, south, east and west.

In his dream the dealer was back in his store, sitting moodily after a reflective study of his ledgers. These showed him that he was the proud possessor of a huge sum—in notes-of-hand—while another notice from the bank assured him what he knew only too well that his account was heavily over-drawn. Through the gloom and the unreal, wavering atmosphere of dreamland, he saw that a stranger had entered the store, a tall, stout, prosperous-looking individual, who was smoking what was assuredly a long, fat cigar. The dealer was startled at this apparition—there were so few people came into the store it seemed, only those who wanted some nails or tacks, or, perhaps, a gallon of coal-oil. He was about to speak when the stranger interrupted him: "Do you know," he demanded, "who I am?"

"Well," said the dealer, "judging by appearances, I should say that you were a travelling salesman for some line that pays you good commissions on sales, while the truck sold will lie in the stock of poor devils like me until it becomes like ancient history."

"Cut the humor," said the stranger, "my name is Combined Corporations."

"You certainly are fat enough to suit the handle," retorted the dealer, who was somewhat nettled, "but, anyway, what do you want? I am not such a fool as to think you want to buy anything in these days."

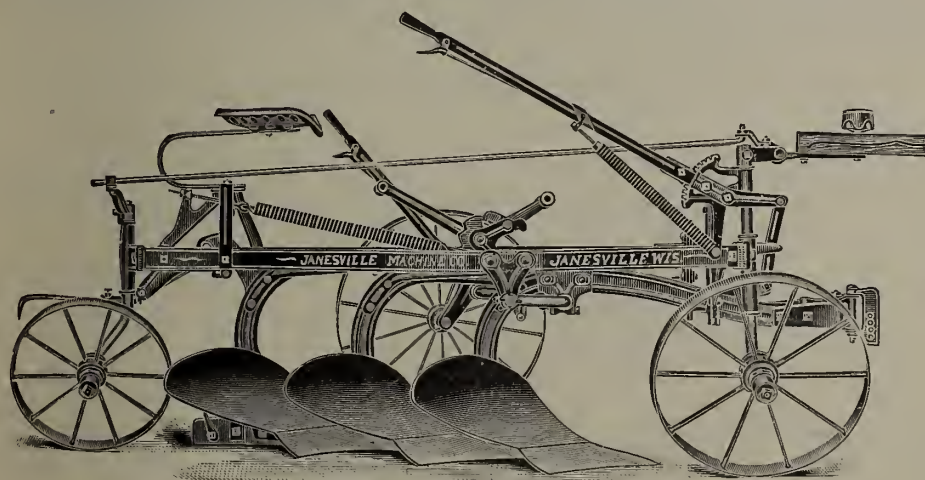
"No," said he of the congested name, "what I, or we, I should say, are going to do is to squash, flatten, eliminate and delete you. We are going to wipe you and your kind clean off the face of the map."

"So pleased to hear it," said the dealer politely.

"Listen," thundered he of the comprehensive cognomen; "I want to tell you just what is going to happen. For years now, we large manufacturing concerns have been steadily pushing our goods at you; we have spent millions of dollars advertising for

(Continued on Page 42)

Canadian Jobber for Janesville Plows



JANESVILLE THREE-BOTTOM GANG PLOW

They have interchangeable bottoms and shares in all sizes, and are fitted with the JANESVILLE Self-levelling device. A foot-lift attachment to the bail prevents pulling against a center and permits a high lift in the plow.

The bottoms are balanced between two springs and are almost absolutely independent of the frame. JANESVILLE Plows command the trade wherever they are introduced. Write our Canadian Agents for full particulars. **MADE ONLY BY**

The Janesville Machine Co., Janesville, Wis.

SOLE CANADIAN AGENTS:

JOHN WATSON MFG. CO., LTD., WINNIPEG

We have completed arrangements with the
JOHN WATSON MFG. CO.
for the sale of our
goods in Canada

JANESVILLE Gang and Sulky Plows possess many superior features and are strong in construction while light in draft.

Emerson-Brantingham Implement Co.

Rockford, Illinois, U.S.A.

The Largest and Most Complete Line of Farm Machinery
in the World

CANADIAN SALES AGENTS

Tudhope-Anderson Co., Ltd. MARKET AND PRINCESS STREETS,
WINNIPEG.

Calgary, Regina, Saskatoon, Lethbridge, Edmonton, Swift Current, Brandon, Yorkton.

The Foot Lift Line

Plows, Harrows, Roller Pulverizers, Listers, Planter's
Stalk Cutters, Cultivators.

Reeves Threshing Machinery

Traction Engines, Separators and Accessories, Steam
Plows, Clover Hullers, Corn Shellers, Steel Baling
Presses, The Reeves "40" Gasoline Tractor, Saw
Mills, etc.

The Big Four "30"

Four-Cylinder, All-Purpose Farm Tractor, uses Gas-
oline, Kerosene, Benzine, Naphtha or Distillate, with
economy and efficiency.

Emerson Forged Steel Vehicles

Original in design and construction.

Emerson Hay Tools

Original Gearless Hay Loader, The New Standard
Mower, Emerson Sweep Rakes and Stackers, com-
bined Side Delivery Rakes and Tedders.

Emerson Grain Drills

Plain and Fertilizer, Single and Double Disc and Hoe
Drills, embodying many original and distinctive fea-
tures.

Newton Wagons

Invincible since 1854, unequalled in light draft, dur-
ability, workmanship and finish.

Emerson Low Down Spreader

Easy to load, easy to handle, light draft.

Emerson-Rockford Engines

Use Gasoline, Kerosene, Benzine, Naphtha or Distillate
with economy and efficiency. 1½ to 33 horse power.

Sold by Dealers Everywhere

Implement Works at Rockford, Ill.; Carriage Works at Rockford, Ill.; Reeves Works at Columbus, Ind.; Big Four
Tractor Works at Minneapolis, Minn. and Winnipeg, Man.; Hay Tool Works at Chicago Heights, Ill.; Grain Drill
Works at Marion, Ind.; Newton Wagon Works at Batavia, Ill.; Emerson-Rockford Engine Works at Rockford, Ill.

Branches in all Principal Trade Centers

School of Gas Tractioneering now open at Minneapolis.

Write Big Four Tractor Works, Minneapolis, Minn. for particulars.

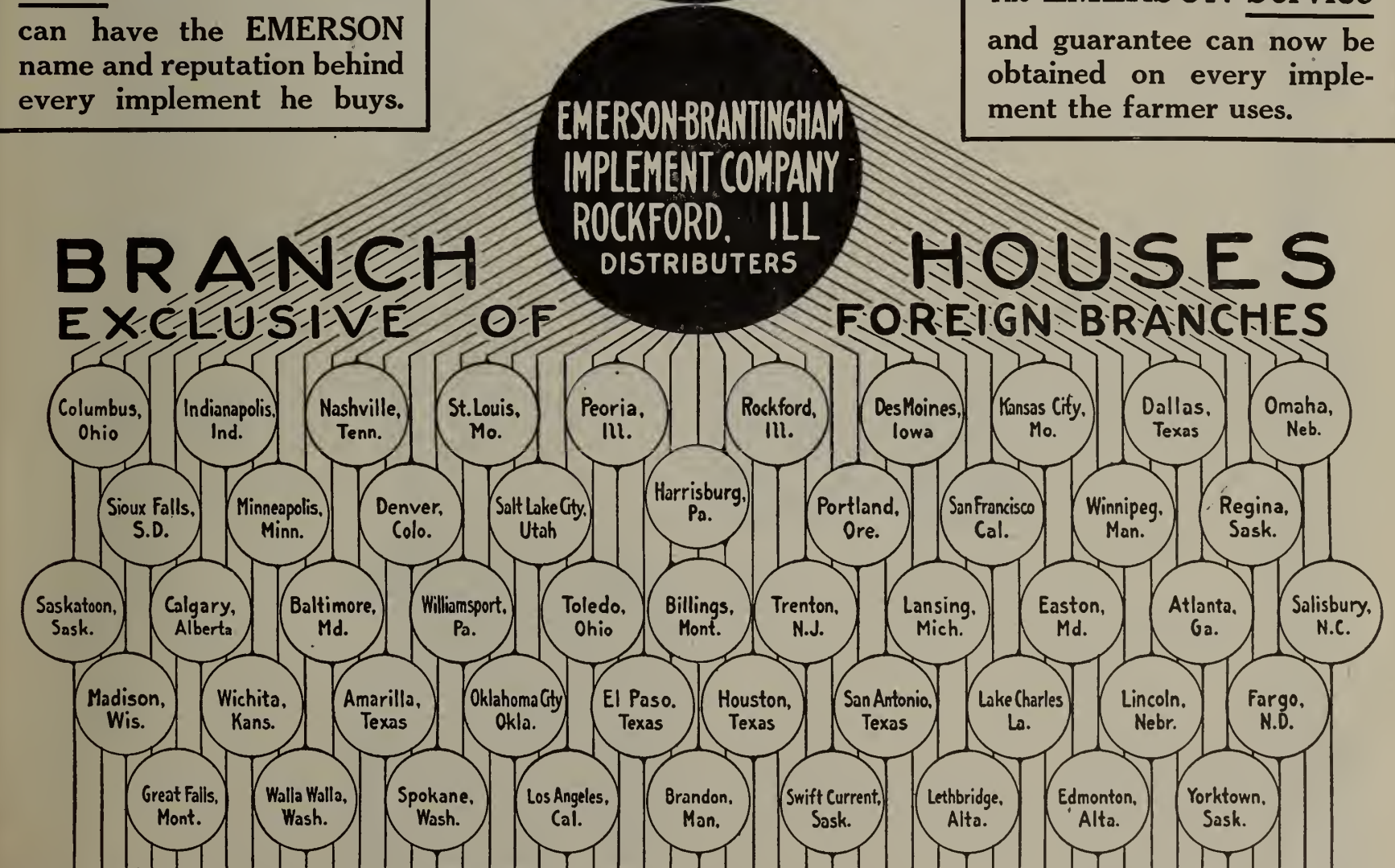
EMERSON SERVICE

How a Great Modern Institution Centralizes the Products of Ten Large Plants in One Selling Organization and Distributes Through Retail Implement Dealers the Largest Line of Farm Machinery in the World



NOW the FARMER
can have the **EMERSON**
name and reputation behind
every implement he buys.

The **EMERSON Service**
and guarantee can now be
obtained on every imple-
ment the farmer uses.



Sold by 12,000 Retail Implement Dealers to Over Eight Million Farmers

Canadian Sales Agents:
TUDHOPE, ANDERSON CO. LTD., WINNIPEG
CALGARY REGINA SASKATOON LETHBRIDGE EDMONTON SWIFT CURRENT BRANDON YORKTON

A Dealer's Dream

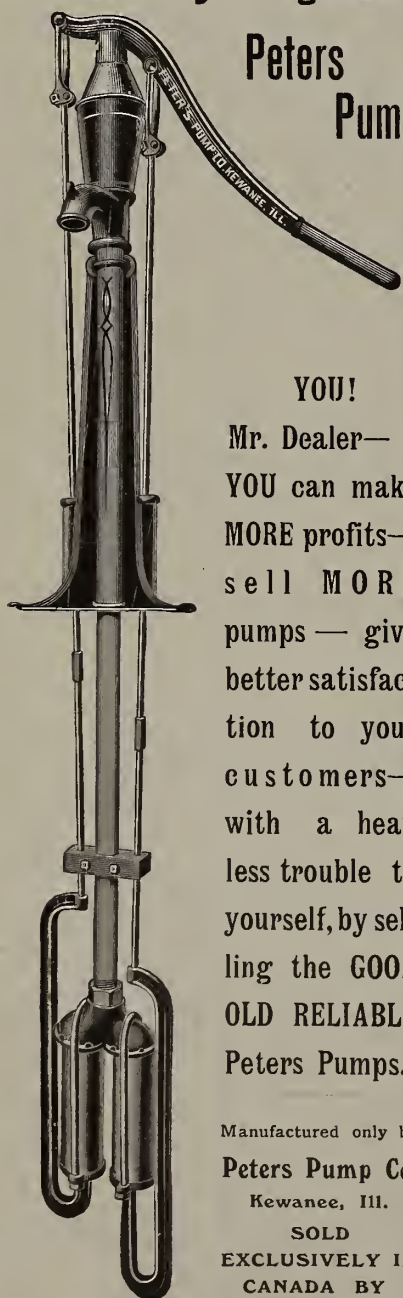
(Continued from Page 39)

your sake and we have trained salesmen and sent them all over the earth to sell our goods to such as you. We were always ready to help you sell the goods, and we got so tired trying to get some advertising ambition into your pachydermatous hide that we have quit! quit! quit!"

"You don't say," urbanely remarked the dealer.

"Yes we have; we're done. What's the use of paying you percentages for selling goods, what's the use of us advertising both to you and your breed, and to the consumer, what's the use of salesmen on the road when half the time you treat 'em as though they were hobos asking for a dime. Don't try to interrupt me, all I say is, what on earth is the use?"

The Only Original Peters Pump



YOU!
Mr. Dealer—
YOU can make
MORE profits—
sell **MORE**
pumps—give
better satisfac-
tion to your
customers—
with a heap
less trouble to
yourself, by sel-
ling the **GOOD**
OLD RELIABLE
Peters Pumps.

Manufactured only by
Peters Pump Co.
Kewanee, Ill.
SOLD
EXCLUSIVELY IN
CANADA BY

Tudhope Anderson Co., Ltd.

Winnipeg, Regina, Calgary, Saskatoon, Bran-
don, Swift Current, Yorkton, Lethbridge

"Now, I am going to tell you what all the great consolidations on earth are going to do. They are sick, deadly sick of the small-souled piffing way that the retailer has carried on business, therefore they are going to do without him. He is going to be a cipher—a has-been, a memory. Why we waited years to see if retailers in all lines would organize and become one solid business body. We showed them what combination and organization could do, and while they hummed and hawed over the few dollars they might have to pay yearly to belong to an organization we slumped millions together, we merged plant with plant, factory with factory, body with body. Man, it was a game worth playing—it was not the economy-mad consideration of the five or ten dollar fee that a local organization asked for, and that most of you refused to pay—it was the handling of men and millions, of mines, machine shops and foundries, the combining of many great forces into one great power, and now that we have done that, we observe that you are useless.

"Well," said the dealer, "what I want to know is how are you

BEST SELLING SPECIALTY

Offered the Trade

LLOYD'S Handy Low-Down Suspension Spring Wagon Seat



The Lightest, Handiest, Cheapest, and
Most Durable Seat on the Market.
Affords protection from cold winds

Implement Dealers
will find this speci-
alty a profitable side
line. It appeals
strongly to the farmer
on account of its
comfort. It is an
easy seller and makes
a wagon ride easier
than a buggy.

For further information write the

Wawanesa Wagon Seat Co.

WAWANESA, MAN.

going to cover all the vast territories, how are you going to get the personal connection with the farmer that we have, how are you going to understand as we retail dealers do when he is a good or a bad customer from a paying standpoint."

"Oho! You think you have got us by your old puny tale of local conditions; do you," said the loud-mouthed Combined Corporations; "you fancy that once we get moving we will stop because of a thing like that. No, we will put one of our men—a man from the Consolidated Farm Machinery Department—in every blessed town and village. And what's more, he'll be a man, a live, energetic man. We'll buy up the local newspaper, and for once in its struggling existence it'll have some decent full page ads. Our man will have an automobile, and he will scoot around—only there won't be much need, Mahomet will have to come to the mountain, the farmer must patronize Combined Corporations because he can't get farm machinery any where else. Oh, yes, I can see you say that we shall find it hard to get the money. Never a bit! We shall open a loan department at every center and the farmer can borrow from us—on good security, of course. So far other people have made too much off him in this respect—now it's up to us to get some of it."

"But how are you going to get your goods to your points in good time?" queried the dealer; "I'm blessed if you ever could when we retailers were wanting them."

"Simple as sin," chortled the big man; "we have bought all the railways, and our special freight trains of farm machinery

have right of way over every blessed train on any system.

"Well, you certainly seem to have engineered the farming and machinery business into a pretty big proposition," said the dealer; "but what are you going to do with us?"

"With you, with you retail dealers," shouted the big fellow, "why you can all go and chase yourselves through the tall timber or the tree tops. We have finished with you for good."

"Don't be so sure," snarled the dealer; "no, siree, don't be so sure. Has it ever struck your colossal and inflamed brain-pan that it would be a mighty serious thing for humanity if all farmers went on strike. How about your machines and your factories and your mines; what good would they be in a starving world? Just let's say that this jolt may awaken we implement dealers to combine and organize—we were small-minded in our small and petty local spite and competition, but a jolt like this is liable to make us combine through individual misery, and then we can get back at you."

"Get back, why we'll back you off the earth," said Combined Corporations.

"Not by a long way," said the dealer; "just think what a fine set of strike agitators we can make. Think of the fine tales we could tell to incite the farming world. In six months we'd have 'em worse than any bricklayers union that ever was—and then—"

* * * * *

"John; John dear, wake up." It was his wife's voice he heard as he sleepily struggled back into the land of realities. She was standing beside him in a dressing gown and slippers, and he realized all at once that it was very cold.

"I awoke, and saw you had not come to bed," said his wife, "so I came down and found you asleep, and it's after two o'clock."

"Say, Mary," said the dealer, "how many helpings of turkey had I?"

"Only two, John," replied his wife; "but why do you ask?"

"Oh, it's nothing, old girl," and he laughed; "only I had the maddest sort of dream while I slept. I thought that all we retailers were ruined."

"Nonsense, dear," said his wife, "you are not awake yet—come away up to bed."

"Say, Mary, I guess I've done pretty well this past year," said the dealer. "It's so long since you and I have had a holiday—I believe we need one; let's go

FRAZER AXLE GREASE.



Not affected by Heat or Cold.
Highest Awards at Centennial, Paris
and World's Fair.

MANUFACTURED BY **FRAZER LUBRICATOR CO.,**

Factories: St. Louis, New York.

NICHOLSON AND BAIN, Agents,

WINNIPEG, MANITOBA.

south for a trip, I fancy a change will do me a lot of good, when I begin to dream the nonsense I did tonight. Combined Corporations—shucks! Come, dear, let's get to bed. . . ."

Across the prairie the moon still rode serenely. The old coyote was giving fitful howls to northward, he was wearing nearer the town to see if he could locate a possible hen roost.

All was a great peace and silence across the snow, except for the gasping breathing of the passenger engine that had stopped for a moment to pick up the eastbound mail.

Business Delusions

There are many men in the business world today who persistently cling to the insane idea that they can do two days' work in one. Never was there a more foolish idea, never an idea so utterly bad for the individual who clings to it. The man who tries this high-pressure system of work may manage to keep it up for some time, but, sooner or later, body or brain will go back on him, and he will become a wreck—physically and mentally.

As certain as Nature is the fact that he will have to pay the penalty for his foolishness. It is really marvellous how much misuse the human body can stand, but, like every mechanism, it has its breaking point, beyond which it cannot go. What sense is there in working hard, selling, seeing to things, attending to the hundred and one duties of the day, then, when night comes on, worn out and weary, to set about squaring up cash books and ledgers. Many men think it is economy to work short-handed. Never was there a greater delusion. If a man has not time to keep his books he should get a capable bookkeeper. It saves him both time and money. When a good day's work is done it is necessary that a man sits down and rests, he has earned his night's sleep. The sun will rise tomorrow, another day will come, and with it the worry and trouble and pressure of business. Sleep, then, that you may rise refreshed to face the new day. The brain is so composite a mechanism, too delicate to overstrain. A man goes on at high pressure for month after month. He never stops to think over these stabbing shots of pain that may pass through his head, and he gets into the habit of rubbing his eyes to vainly put away those swimming black specks that becloud

his vision. Passive objects assume a strange tendency to sway and move, and fixed observation of them only makes them worse. And then sleeplessness comes, the long dark nights when a man lies grimly trying to conquer sleep, trying vainly to drift into the peace that his worn brain craves for. But, such is the effect of overstrain on the brain and nerves, he feels exhausted, horribly, deadly exhausted, yet his brain grows more clear, more alert. Then through the blind comes the first sad light of the gray dawn, as haggard and worn the man rises to confront another day's work. Any victim of insomnia will tell you how even that chill gray light of dawn

seems Heaven compared with the weariness of the waking hours through the darkness.

This is but a stage, but a stage nearing the end for the man who will persist in trying to do two days' work in one. It is strange that you will find business men who are in all respects sane and logical, yet in relation to overwork they are absolutely crazy.

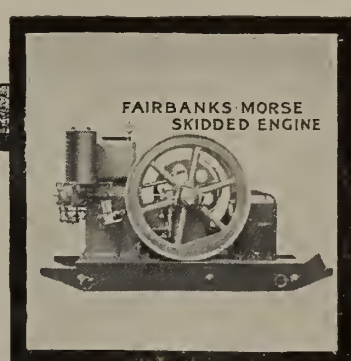
It would be foolish to hold a brief for the lazy man, or the man who suffers from constitutional weariness, yet these easy-going individuals certainly are far better physically than the men who systematically overwork themselves.

Leave what cannot be done today until tomorrow. There is

always another day to come, and sufficient unto the day is the day's work. Possibly the greatest mistake in the business world of America is this overstrain and nervous tension. We live and we die at high pressure, and what, in the end, is the profit? To accumulate a few more dollar bills than the next man, to be able to wear better clothes, to have a bigger house, and to rush through space in a larger or higher-priced automobile than the other men! Are the compensations of wealth worth the strain of its attainment? How often does the man of the massive bank account pass one of his young clerks with a still younger wife upon his arm? The man of money is observant;



Talk QUALITY to your Prospect



Quality has always been the outstanding feature of anything produced by the FAIRBANKS-MORSE Company. We have never overstated the good points of our goods in our advertising, even when appearing alongside the most extravagant claims of other houses. Yes—you may talk up the quality of our line to your customers without the slightest fear of the goods failing to substantiate what you say.

A little pump, a small engine, a big tractor, it is all the same—quality rules, absolutely. This policy has made the Fairbanks-Morse name worth millions.

FAIRBANKS-MORSE

If you are open to make a contract, write us. We shall be glad to correspond with dealers in districts where we are not already represented.

"The dealer who handles the Canadian Fairbanks-Morse line gets COMPLIMENTS instead of COMPLAINTS."

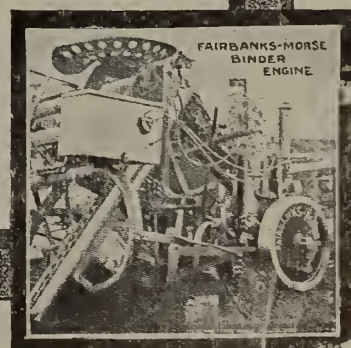
The Canadian Fairbanks-Morse Co., Limited

WINNIPEG SASKATOON CALGARY
MONTREAL ST. JOHN OTTAWA TORONTO VANCOUVER VICTORIA

WE MANUFACTURE

Fairbanks-Morse Oil Tractors, 15-30 and 30-60 H.P.
Gasoline Engines, all Types, Portable and Stationary, 1 to 500 H.P.

Binder Engines, adapted to all makes of Binders
Marine Engines, 2 and 4 Cycle, 1 to 6 Cylinders
Hand and Power Pumps for every purpose
Truck and Pitless Wagon Scales



if he were not he would never have made the money. He sees the look in that young wife's eyes as she laughingly looks up to her husband—and he passes on. Often, then, the bank account, the shares and corporations and mergers become very infinitesimal, and the man walks on, his shivering, naked soul realizing how much alone it is. Life, love, happiness; can all the money on earth compensate for the loss of these? And, so paradoxical is human nature, that young clerk and his girl-wife are saying how much happier they could be if only they had a tithe of the wealth of the rich man. Yet they have the greatest gift of all, and they do not realize it.

Auto Plows for the West

When we confront shipments of tractors, such as was recently made by the Hackney Manufacturing Company, three points become indelibly imprinted in our brain.

There must be prosperity in the country to which they are going; in that country they intend to put more and more soil under cultivation, and, lastly, the buyers of the type of machine, which is despatched in such quantities, must have great faith in the utility of the machine, otherwise orders would be restricted to smaller shipments.

On November 7th, the Hackney Manufacturing Company, of

St. Paul, shipped part of a train load of Hackney auto plows from Minneapolis. This large shipment reached Winnipeg on November 9th. It was accompanied by F. D. Roth, a special sales traveller for the Hackney Manufacturing Company. Arriving at Winnipeg, he spent several days in the city, during which time he came to a business arrangement with F. H. Wiley, of 757 Henry Avenue, who is to store and see to the transshipment of the Hackney auto plow to points in the Canadian West for 1913.

Mr. L. S. Hackney, president of the Hackney Manufacturing Co., and inventor of the auto plow, also spent a few days in Winnipeg recently. Although he has spent most of his life on

the wrong side of the international boundary line, we can claim him as a Canadian, for he was born in Prescott, Ont.

Along with his two brothers, W. L. Hackney and J. M. Hackney, in youth he realized the drudgery of old time farming. The weariness of youth gave place to the inventive capacity of later years.

They believed that a little type of tractor was required for farming—that the large tractor was efficient but too ponderous. Therefore various phases of farm accounting were closely followed with relation to the use of horses versus power.

In their list of expenses they considered interest on investment in horses, harnesses and plows; losses from disease among the horses, which, in some seasons, run into the thousands; depreciation in the value of the farm machinery, harnesses and other equipment; losses in productive capacity of the farms caused by using so much for pasturage and raising grain for feed for the horses; cost of feeding the horses twelve months when, in fact, they were employed only about four months in the year; extra men to care for the horses and time used in caring for the horses nights and mornings during the busy season, as well as investments and interest on the same for buildings to house these horses and men.

Confronting these points the Hackney auto plow was designed and built. Its chief feature is that the plows are attached to the lower frame of the tractor. They are controlled by a simple foot lever that operates a clutch, effecting the raising or lowering of the plows by power supplied from the motor. Each plow is an independent unit, meeting a stone or any such obstacle, rising and passing over it. A furrow

guide wheel makes the tractor practically self-steering, and makes straight furrows. The operator has an undisturbed view of the plows, and by means of a lever by his side he can raise and lower them to the required depth. The engine is reversible, and can be operated in either direction, allowing a close hitch to be made when hauling seeders, harrows, etc. The plow has three 14-inch bottoms for breaking, or three 16-inch for stubble plowing. The engine has a pulling capacity for two seeders or two binders, and thirty minutes work unships the plows, leaving the tractor clear for haulage work.

Finally, it is purely a one-man outfit—the operator seeing to both engine and plows at the same time. All over America these auto plows have attained a great popularity, and as a light tractor and plowing outfit they certainly have a great deal to commend them.

Spark Arresters for Tractors

Hereafter Michigan traction engines will have to be equipped with spark arresters and carry at least two liquid chemical fire extinguishers of not less than three gallons capacity, which shall have the approval of the national board of underwriters. This has been determined by the state insurance department, which has caused such an order to be issued in compliance with a state law now on the statute books. The state department says that many fires have been caused of late by traction and other portable engines, which would have been avoided had the operators observed the law.

It takes a brave man to face a little woman at the head of the stairs at 2 a.m.



Recent Shipment to Winnipeg of Hackney Auto-Plows.



On the road to success you'll find no Ford cars coming back. The Ford holds first place because it is as nearly a perfect piece of motoring mechanism as human ingenuity can devise—and is most economical in first and after costs.

Every third car a Ford—and every Ford user a Ford "booster". New prices—run-about \$675—touring car \$750—town car \$1000—with all equipment, f.o.b. Walkerville. Get catalog from Ford Motor Company of Canada Limited, Walkerville, Ontario, Can.

XMAS EXCURSION FARES

OLD COUNTRY

Nov. 7th to Dec. 31st

The Grand Trunk Pacific will run through sleepers and coaches from Western Canada points to Atlantic seaports connecting with steamers for the Old Country.

Eastern Canada

(Daily During December)

Tourist Sleepers daily during December between Edmonton, Scott, Biggar, Saskatoon, Nokomis and Winnipeg.

Travel via the Grand Trunk Pacific and connections and see St. Paul, Minneapolis, Chicago and Eastern Cities.

HOME VISITORS

(Daily During December)

The Grand Trunk Pacific has the finest equipment and roadbed in Western Canada. Electric lighted sleepers, diners and coaches.

OCEAN STEAMSHIP TICKETS—ALL LINES

Rates, reservations, tickets and full information from any agent of the Grand Trunk Pacific; or



W. J. QUINLAN

DISTRICT PASSENGER AGENT

260 Portage Ave., Winnipeg Main 5378, 7098



Mr. Dealer Cater Can Sell You

Wood or Iron Pumps cheaper than any one in the West.

Get His Prices Before You Order

Brandon Pump & Windmill Works

Brandon Man.



Hail! Fire! Hail!

The Canada National Insurance Co.

HEAD OFFICE: SASKATOON, SASK.

Authorized Capital - - - \$500,000

FULL GOVERNMENT DEPOSIT.

Agents Wanted in Unrepresented Districts.

E. J. MIELICKE, Esq., President,
Dundurn, Sask.

C. W. BOLTON, Manager,
Saskatoon, Sask.

BRADSTREET'S

Established 1849

Capital and Surplus \$1,500,000.

Offices throughout the civilized world.

Correspondence invited.

EXECUTIVE OFFICES: 346 & 348 BROADWAY, NEW YORK CITY, U.S.A.

OFFICES IN CANADA—Halifax, N.S., Montreal, Que., St. John, N.B., Hamilton, Ont.,
Ottawa, Ont., Toronto, Ont., London, Ont., Quebec, Que., Calgary, Alta.,
Edmonton, Alta., Vancouver, B.C.

C. G. SCHAFFTER, Supt., Commercial Travellers' Bldg., WINNIPEG, MAN.

Eastern Excursions

26TH ANNUAL SERIES

December 1st to 31st, 1912, inclusive via the Canadian Pacific Railway

Return Limit Three Months

Extension of return limit on payment of \$5.00 for each 15 days. Stopover allowed at any point east of Fort William

Return Fares from and to a few of the principal points:

TO	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	S. John, N.B. St. Stephen St. Andrews Moncton	HALIFAX
FROM				
Brandon	42.70	47.70	62.20	66.15
Calgary	59.90	64.90	79.40	83.35
Edmonton	59.90	64.90	79.40	83.35
Fort William	40.00	45.00	59.50	63.45
Lethbridge	59.35	64.35	78.85	82.80
Medicine Hat	56.25	61.25	75.75	79.70
Moose Jaw	48.45	53.45	67.95	71.90

TO	Toronto Hamilton Sarnia Windsor	Montreal Ottawa Belleville Kingston	S. John, N.B. St. Stephen St. Andrews Moncton	HALIFAX
FROM				
Port Arthur	40.00	45.00	59.50	63.45
Regina	47.15	52.15	66.65	70.60
Saskatoon	49.60	54.60	69.10	73.05
Swift Current	51.75	56.75	71.25	75.20
Weyburn	46.40	51.40	65.90	69.85
Winnipeg	40.00	45.00	59.50	63.45
Yorkton	45.60	50.60	65.10	69.05

Corresponding excursion fares from all stations, Port Arthur to Calgary, Alta., and Midway, B.C., to all stations east of Port Arthur in

Ontario, Quebec and the Maritime Provinces

Through standard and tourist sleeping cars and dining cars to Toronto and Montreal.

3

Through Express Trains Daily

3

The "Imperial Limited" to Montreal and Toronto

The "Eastern Express" to Montreal

The "Toronto Express" to Toronto

For booklet of information and full particulars as to fares, train service, tickets and sleeping car reservations apply to nearest Canadian Pacific Railway ticket agent or write to

C. B. FOSTER
General Passenger Agent
WINNIPEG

J. A. MACDONALD
District Passenger Agent
BRANDON

J. E. PROCTOR
District Passenger Agent
REGINA

R. J. McNEILLIE
District Passenger Agent
CALGARY

Brandon

S. H. Greenwood & Son, implement dealers in Elkhorn, were visitors to our city. They report collections very slow.

Brandon's third daily paper made its first appearance November the 14th and is called the Brandon Daily News.

Clearing house returns for week ending November 21st are \$1,034,696 and for the same week last year \$846,505, an increase of \$200,000.

A. McKenzie, of McKenzie Bros., implement dealers, Pipestone, was a recent visitor to the city. He reports threshing about finished in his district and crop yields good.

Sir Wm. McKenzie, president of the Canadian Northern Ry., with Mrs. McKenzie and party paid a short visit to our city and after a short inspection of the new hotel left for the West.

Implement men and others are complaining of the slowness of collections, only about one-third being paid of what should be. The low price of wheat is probably to some extent responsible for this.

The Canadian Northern Ry. Co. are extending their freight sheds on Ninth Street to Louise Avenue—which when completed will give the company capacity for double the amount of freight now being handled.

T. Stewart, late manager of the Stover Gasoline Engine Co., has severed his connection with that company and is now devoting his whole time and attention to the Brandon Machine and Implement Works with which he is largely interested financially.

The construction of a new Fraternal Hall, the contract for which was recently let, is now well under way. The building is on 6th Street close to Victoria Ave., and will be rushed to completion so as to be ready for occupation by January 1st. The

building has been planned to meet the special requirements of fraternal societies.

H. A. Drury, engineer to the Railway commission recently inspected the intersecting lines of the Brandon Street Railway and the Canadian Western at Tenth Street but refused to make any statement as his report was to be made to the Commission only.

Despite the fact that this time of the year usually sees a falling off in the realty business more than ordinary interest is being maintained and quite a brisk business may be looked for between now and the time when the street care system comes into operation.

A free site has been given by the city council to the Canadian Oil Co. of Winnipeg on an application from Mr. Peacock representing the Company. In consideration of this inducement it was understood that the Company would make Brandon its headquarters for the West.

The tender for Brandon's Street Railway Cars has been let to the Niles Car and Manufacturing Co. Ten cars were ordered, to cost \$2,165 each—delivery to be made in 90 days. The electrical equipment has been divided between the Canadian Grand Electric Co. and the Canadian Westinghouse Co.

The Grand Trunk Pacific Ry. engineer has been in the city to arrange for the crossing of the Street Railway. The bridge across the Assiniboine will be about three miles east of the city and is to be built and completed before spring, which will enable the line to be completed into the city and ready for the Dominion Fair.

Beatty Bros. have purchased the Wortman & Ward business in Winnipeg, and we learn that it is their intention to pull out of Brandon some time next spring, or sooner if they can sell their premises here. Mr. Thompson, their manager here, will also be

transferred, a gentleman who we are sorry to lose from Brandon.

The annual meeting of the Brandon Summer Fair was well attended and the financial statement as presented by the secretary was the best in the history of the Fair, showing as it did about \$3,000 of a surplus. The majority of the old board of directors were re-elected, and Mr. Peter Payne was made chairman and Mr. W. I. Smale, secretary and manager.

A boot and shoe factory will be established here, the city council having given all the concessions asked for by Mr. E. V. Donaldson representing the company. The proposed new factory is to have a two block frontage of 120 x 40, three storeys high with basement and is to be fully equipped and completed not later than Sept. 1st, 1913. The company will have a capital of \$75,000.

At the exhibition grounds there are large gangs of men employed on the race track and grand stand, as well as the large new winter Fair building, St. Matthews Church, the Asylum, and numerous private buildings most of which would have to be abandoned until next spring. Work on the new assessment roll is well under way and the city assessor reports that it will show a great increase over last year. In all probability it will amount to about \$15,000,000.

A considerable extension of business takes place in the Brandon branch of the Tudhope Anderson Company. This company, who are Canadian sales agents for the Emerson Brantingham Co., of Rockford, Ill., will have Brandon as headquarters for a staff of about fifteen travelling salesmen, Mr. M. S. James of the power machinery department of the above concern being appointed manager. Their offices will be located in the Gray-Cambell Co's. block in Pacific Avenue.

The stretching of 15,000 pounds of trolley wires for the street car lines will be started at once. Seven miles of copper trolley wire will be used this fall. Its weight is 7½ tons, slightly over a ton to the mile. The span wires weigh 5,000 pounds and are of a total length of about 4 miles. In addition to this there will be used one mile of heavy cable feeder weighing 10,000 pounds which is capable of carrying an immense current of electricity and is designed to supply the power for the entire service. In addition to this there is about half a mile of special cable for underground work. It is heavily insulated and can be used only under certain conditions. In all about 12 miles of wire will be used in the street car service next summer.

The Composition of Fuels

Gasoline is a distillate of crude oil. It is a mixture of light hydrocarbons, chemically.

Benzoline is also a crude oil distillate, more volatile than kerosene; gravity, .736; sometimes used as a substitute for gasoline.

Benzol is distilled from coal tar, and is a good substitute for gasoline, being volatile. Its density is higher than gasoline.

Kerosene is ordinary coal oil, a petroleum distillate not easily volatile; gravity .800.

Alcohol is obtained from vegetable products by fermentation and distillation; gravity .820. Moderately volatile, and with greater explosive range than gasoline, also will stand higher compression without self-ignition.

Benzine is also a coal tar product, sometimes mistaken for benzol; gravity .737.

Naptha is obtained from petroleum, also from coal tar. The coal tar product and benzol are the same thing.

The "Big Hit" Assortment Of Clark Heaters

SELL FAST ON
COLD DAYS

This Assortment consists of the following:—

2 Clark "Leader" all metal heaters, 2 Clark No. 5B carpet covered heaters, 2 Clark No. 7D triangular carpet covered heaters with side and end ventilators, 6 dozen Clark brickettes, best quality.

Order one or more of these assortments now and display them when the first cold weather comes along and you will be surprised at the way in which they sell. All leading jobbers in Canada supply them. Write for our new 1911-12 Catalogue.

Chicago Flexible Shaft Co., 237 ONTARIO ST.
CHICAGO





Sell the Tractor You Would Buy

PUT yourself in the farmer's place when you decide which tractor you will sell. Look at it through his eyes. Make up your mind that you will sell a tractor that you would be satisfied to buy if you were a farmer.

Farmers insist on these features:

- | | |
|--|--|
| 1. Power to do the work. | 4. A simple engine. |
| 2. Fuel economy. | 5. An outfit that lasts long enough to |
| 3. Few repairs and those at hand when needed | more than pay for itself |

***I H C Tractors Possess All These Essential Features,
and are made in all approved styles in 12, 15, 20,
25, and 45-H. P. sizes.***

Our tractors, being well and favorably known, require less selling effort than any others. A most efficient sales organization is behind you, making suggestions, locating prospects, and bringing them to you, helping in every possible way to crown your work with success. I H C tractor sales are profitable sales.

Write the nearest branch house for full particulars about an I H C tractor contract.

WESTERN CANADIAN BRANCHES

International Harvester Company of America

(INCORPORATED)

Brandon, Man. Calgary, Alta. Edmonton, Alta. Lethbridge, Alta. North Battleford, Sask. Regina, Sask.
Saskatoon, Sask. Weyburn, Sask. Winnipeg, Man. Yorkton, Sask.

